



LEADING TRADE JOURNAL OF THE WORLD IN THE PRINTING AND ALLIED INDUSTRIES

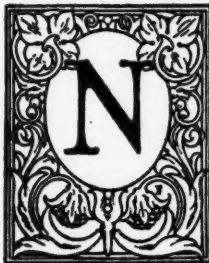
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THE BEGINNING OF BOOKS

BY JOSEPH DEVLIN, M.A.



NOWADAYS books are so common and we get them in such multiplicity that few pause to think or inquire how the art of making them originated. Millions of books are turned out annually, so that they have become almost "as numerous as the leaves of the trees or the particles of sand on the seashore." Yet there was a time when the world knew not books, away in the early morning of the human race when man communicated his thoughts and desires and emotions to his fellow man by oral and physical expression alone. The next step in intercommunication was taken by means of signs and rude drawings on stone and clay and wood and leaves to convey the ideas of one to another. These markings or drawings, well exemplified in the Egyptian hieroglyphics, constitute the beginning of *Writing* — the parent of Books.

The rough, inartistic drawings gradually developed as the ages passed along, until today we have the evolution in the beautiful letterpress of the books to be found in our great public libraries, in private collections and on the tables of all, both rich and poor, who love the beautiful.

It is a far cry indeed from the unsymmetrical, disproportioned drawings which the cavemen and the men of the stone age made with pointed flints on the rough, uneven walls of their structures, representing, in their crude way, humans, beasts, birds, plants and places, to the magnificent gilt edged tomes and volumes de luxe which lie upon our library tables today, yet the rough, inartistic drawings were the precursors of the printing press and the linotype.

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It goes without saying that the earliest "books" were clumsy, being composed of rocks, brick, wood, bark, and similar materials. We are apt to smile at the term—"a library of bricks," yet such there were, and many of them, in the beginning. Numbers of the bricks have been preserved.

In Babylonia and Assyria, pictures and arbitrary signs were stamped upon soft clay which was afterwards baked into bricks. In excavating at these places scarcely a kiln-burnt brick has been unearthed without an inscription. The bricks were of many shapes—square, oblong, conical, cylindrical, and some were circular. Some were only an inch long by half an inch wide, while some were almost a foot in length and nine inches in width—regular brick tablets.

The characters impressed on the bricks were mostly cuneiform, that is, wedge shaped, and in many cases deeply indented, so that the indentations have kept well defined throughout the ages; in other cases the markings were so shallow that they can be determined only by microscopic inspection.

All the cities of Assyria and Babylonia had clay or brick libraries. Many of the treasured tablets can be viewed today in the British Museum. A few have been brought to the Art Museum in New York, where they attract the attention of those interested in the early efforts of the race.

In Egypt, while brick inscriptions were numerous, stone and wood were more often used. Many old wooden stamps have been unearthed in tombs at Meroe, Thebes and elsewhere. The characters on these were cut intaglio, therefore the impressions taken from them appear in relief.

It seems that the Greeks and the Romans had a knowledge of metal engraving. Tablets of soft metal

were used for inscriptions, and the characters were impressed upon them with a stylus. Hesiod's "Works and Ways" was written on leaden tablets.

The bark of trees also was found in early times to be well adapted for taking impressions, and was much used.

Next it was discovered that the stalks of the papyrus could be made into sheets and utilized for the same purpose. On account of their undecaying qualities, these were admirably adapted to the preserving of important records. In writing on the papyrus the ancients used an ink made of soot thickened with gum, to which was added an acid to make it bite below the surface. Very old manuscripts are still found preserved on papyrus. In the Memphis Museum may be seen a sheet of papyrus giving an account of leprosy four thousand years before the birth of Christ. Some authorities will have it that the chief documents of the Old Testament were written on Egyptian papyrus rolls, but this is disputed by others who claim that they were first inscribed on clay tablets. It is known that papyrus was used by the Egyptians, Greeks and Romans down to the sixth century of our era.

The leaves of trees also were used by the Greeks and Romans, but these had to be coated with wax to take impressions. Skins of animals were also used at an early date for writing material. Parchment, the skin of the sheep, it was found was specially adapted for the purpose. The first legal documents were written on parchment, a custom which is still preserved.

When bound together, the old wax covered leaves used by the Greeks or Romans constituted the germ or nucleus from which the present book form has been evolved.

Paper, the indispensable factor in modern printing and bookmaking, was unknown to European nations before the eighth century and was not manufactured in Western lands until well along in the twelfth century. However, China, claimed by many as the oldest civilization on earth, knew the secret of papermaking in the first century of our time, probably much earlier. From the Chinese the Hindus, Persians and Arabs learned the art, and these in turn, through trade, made it known to the Greeks, from whom the other nations learned it. Though the Greeks were the first in Europe to become acquainted with its composition and manufacture, it was in Spain that the first real paper mills were set up by the Moors. Factories were established by them at Valencia and Toledo in 1154. The materials used were much the same as in our own time—rags, grass, jute, bark. Wood pulp as a principal ingredient is of modern discovery. Paper, however, does not come into consideration in the art of book-making until the discovery of printing.

It is not known when writing was first systematized into a distinct arrangement of signs from which a common alphabet originated.

Cadmus, a Phenician, generally gets credit for introducing the alphabet into Europe. Byron, in his Ode to Greece, says:

Ye have the letters Cadmus gave,
Think ye he meant them for a slave?

Leaving aside the Israelitish writings, the Babylonian and Assyrian inscriptions and the Egyptian papyrus records, it is to Greece and Rome we are indebted for our literature and, consequently, for our books. Greece had a literature extending from the far Homeric Age, and when she was conquered by Rome the Latins took advantage of the knowledge of the conquered and built up a noble literature. Alas, much of it was destroyed, but we should be thankful that any at all came down to us.

The works of the great Greek writers and Roman authors were well written on papyrus rolls generally, though wax coated platens were also used. These rolls and platens could be obtained only by the wealthy, hence their circulation was limited. But if a master had a *librarian*, or writing slave, he set him to copying the writings of favorite authors, and in this manner private libraries were collected. The first public library in Rome was established in the year 39 B. C.

Papyrus rolls or books then became quite common; this material was used as a means of preserving manuscripts down to the sixth century, when vellum and parchment came much into vogue.

Rome in time had splendid libraries, but the barbarians destroyed nearly all when the Eternal City was sacked. Fortunately, however, numbers of manuscripts were rescued from the general destruction and brought to Byzantium (Constantinople) and Alexandria, where the world's greatest library had been established.

After the introduction of Christianity, Christian scribes preserved the Holy Scriptures and also the writings of the early Fathers of the Church; priceless manuscripts were kept with jealous care in all the monasteries, and these included not only sacred but secular literature; thus it is that we have today many of the works of the great classical authors. The oldest copy of the New Testament, the Codex Sinaiticus, now in the Museum of Petrograd, was discovered by Tischendorf among a heap of rubbish in a monastery at the foot of Mt. Sinai.

In the old days the authors of books made no money from their works as at present—all they gained was fame. There was no such thing as "Copyright." The booksellers, however, flourished at the expense of the authors. These dealers, and there were many of them, employed slave copyists and sold the copies thus transcribed to those who were willing and able to buy, or they lent the copies for a certain sum to those who wanted to read them but could not afford to purchase them outright.

The copying of manuscripts was in time taken from the slaves, and it became a trade in itself which continued down to the introduction of printing.

Many of the old manuscript books were very elaborate and exhibited an art which is the envy and admiration of modern time. Undoubtedly, the best examples extant are to be found in Ireland. Celtic penwork and drawings were unrivaled. The old Irish books generally treat of the Psalters and Gospels. The most famous is the Book of Kells, preserved in the Library of Trinity College, Dublin, and bibliophiles from all parts of the world make pilgrimages to Ireland for the express purpose of viewing this wonderful tome. The writer of this article has seen it often, and can truthfully say that its ornamentation, scrolls, initials, calligraphy and general make up far excel any other work of art he has looked upon in any other country. It was written in the seventh century, and expresses

the very acme of Celtic art at a time when Ireland was famed for her artistic productions. The material is vellum, and the leaves measure $13\frac{1}{2}$ by $9\frac{1}{2}$ inches. The illustrations depict incidents in the life of Christ, and there are also magnificent portraits of the four Evangelists. All the colors of the spectrum seem to have been used in the production — gold, green, red, blue, yellow, ocher, lake, indigo, pink, gray, and in such blending and arrangement that the eye is bewildered to look upon them. The banding and interlacing of characters are of the most complicated design, and defy modern ingenuity to reproduce them. All the designs are made with such geometrical precision as to excite the emulation and wonder of modern art. No book in the world attracts such interest, and none has ever been produced to equal it, much less to surpass it. There are many other famous old Irish books, but the Book of Kells is alone and unrivaled.

SOLVING THE LABOR PROBLEM IN THE PRINTING INDUSTRY

BY ROBERT F. SALADÉ



THIS is the Mechanical Age. Great subway systems are being constructed in many cities with the aid of steam shovels and power concrete mixers. Mammoth steel vessels are being built, and towering office buildings are being erected with the help of electric riveters. The trolley has taken the place of the old horse car. The coal cart has been pushed aside by the motor truck. Airplanes carry passengers, mail and freight to all sections of the country. The modern farmer works with the power tractor and with other mechanical wonders. The modern housewife cleans carpets, rugs and furniture with an electric vacuum cleaner while an electric washing machine is doing the clothes washing. In large hotels and restaurants electric dish washing devices are in service. Automatic machines are being used for wrapping packages, candy and paper boxes. Newspapers and magazines are being produced with the help of typesetting machines and automatic printing presses.

Only a few of the well known time and labor saving machines have been mentioned, and it is not necessary to name others for the purpose of proving that "hod carrying" methods of the past will not do for American industries of today. It is true, of course, that a great deal of construction work must still be done by muscular strength, and hand picks and shovels will always

be essential to some extent, but the time has come when nearly all hard work must be performed with steam or electric power, owing to the shortage of both skilled and unskilled labor in all fields.

"Each generation shall grow weaker and wiser."

In the way of labor saving machinery, no industry of the United States has marked greater progress, during the last few decades, than the printing industry. The linecasting machines, the typesetting machines and the rotary newspaper presses are now known among the modern mechanical wonders of the world. Among the more recent inventions are automatic feeders for cylinder and platen presses, automatic job presses, the three-knife book trimming machine, and a machine which automatically feeds, folds, wire stitches, cuts and trims booklets and small-sized catalogues.

With skilled labor in the printing industry becoming more scarce every day, and with the wages of labor soaring higher and higher, it behooves the master printer to investigate all of the automatic machinery which is now on the market. A machine which is found to be particularly adapted to the class of work being handled in the plant will certainly help in solving the labor problem. High-speed machines of the right kind can be made to reduce costs materially by increasing production.

It is true that all of the so called automatic machines require highly paid craftsmen to keep them successfully in operation, but despite this fact a good machine, like a platen press feeder for example, is a time and

money saver for the employing printer. In a shop where there are long runs of commercial printing, such as factory forms, loose leaf forms, business stationery, process letters, circulars, folders, etc., a trained platen pressman is capable of keeping three 12 by 18 feeders continually busy. This means that a pressman with the aid of three automatics can do the work of three human feeders.

This article is not written for the purpose of advertising certain machines. It is the writer's intention to mention some of the best labor saving devices (THE INLAND PRINTER staff will gladly furnish the names of any of the machines or devices referred to) so as to suggest the ways and means of solving the labor problem which now confronts the printing trade. It is a very serious problem, indeed, and something must be done to master it. Efficient business supervision was never more needed than at the present time.

The American employing printers, as a class, have been making a mistake in not training apprentices in their own plants, and this is one reason why journeymen printers are so scarce today.

The most important thing to do is to attract hundreds of bright apprentice boys to the printing industry. This can be accomplished by the employing printers offering the boys substantial pay, first-class shop conditions, the eight hour day, and a guaranty to teach the boys the printing trade. And, to hold the boys in the industry, frequent advances must be made in their wages. The future of the American printing business rests in the hands of our schoolboys, and unless we offer them real opportunities to learn the business, American printerdom will be only a matter of history within the next century.

Paying an apprentice boy three or four dollars a week, and having him run errands or sweep floors, instead of teaching him composition or presswork, will eliminate him from the printing industry quicker than any other process. Thousands of desirable youths have been lost to the printing industry through this narrow minded policy, and we might as well face the truth. Who may blame a boy for leaving a "sweep up" job to take a position in another field where there is an opportunity for him to learn a profitable trade?

In addition to attracting a new army of apprentice boys, the master printers in general must apply deeper thought than ever before to the question of shop efficiency. The workrooms of the plant should be so well equipped that non-productive time may be reduced to the minimum. No craftsman should be forced to lose valuable time in waiting or searching for material. The hand composing department, for instance, should contain an abundance of type, spaces, quads, leads, slugs, metal furniture, etc., and everything should be so arranged as to make it possible for the compositors to work steadily without wasting steps.

Empty lead, slug and furniture racks, depleted rule cases and bare type cases are a much greater source of expense for the employing printer than high wages. Every intelligent printer knows this to be true, and yet it is not hard for one to find composing rooms which are simply hungry for the proper material. How can the owners of such plants expect to earn money on their investment?

In the composing departments of several large printing and publishing plants every compositor works in his own alley, and the alley is completely equipped with certain faces of display type, rule cases, lead and slug racks, metal furniture racks, etc., so that it is not necessary for the compositor to leave his alley for any material except type series which are not located there. It costs a large sum of money to equip a dozen or more alleys in the manner described, but it is an investment that pays big dividends. Take any one of these large plants and in place of the completely equipped alleys arrange "family" lead, slug and metal furniture racks at the end of the room. What would be the result? Several additional compositors would be needed to handle the work of the department.

Some of the larger printing and publishing concerns are now using their linecasting machines on both job and display advertising composition with success, and it seems strange that these machines are not in more general service in the job printing offices of the country. A multiple magazine machine equipped with several sizes of matrix faces is a small but complete composing room in itself. The trained operator can produce all kinds of job and advertising matter on one of these machines in addition to straight matter, and there is never the annoyance of "running out of sorts."

The labor problem in many a composing room could probably be solved with the installation of a first-class composing machine, and this does not mean that any one would be thrown out of employment with the coming of the machine, as it would create plenty of make up work for the hand compositors, but it does mean that extra men would not be needed in the plant. In other words, a good-sized composing room may be in need of several additional compositors who are not to be had, owing to the present shortage of men. With the installation of a job composing machine, the necessity for the additional compositors (with the exception of the machine operator) is removed.

For a long period a well known printing company had been experiencing difficulty in securing help for its bindery department. The equipment of the bindery includes four folding machines, and there is usually enough book and magazine work in the plant to keep the four folding machines continually in operation. Finally, the company had automatic feeders placed on the battery of folders, and now practically all of the work is handled by a bindery man and one assistant.

The wire stitcher is a wonderful labor saving machine, and machines are built which are particularly adapted to binderies where large editions of pamphlets, catalogues, booklets, magazines and trade journals are saddle stitched. These machines, which can be furnished in various sizes to suit the requirements of each plant, are capable of producing a tremendous amount of work at very high speed. The opened magazines, booklets, etc., are thrown across the long steel conveyer, and they are then carried along to be automatically saddle stitched.

The old method of trimming the edges of booklets, catalogues, books, magazines, etc., was to place piles of the publications under the knife of an ordinary paper cutter, trimming one edge at a time. The new way of trimming the edges of publications is with a three-knife cutting machine which trims three edges of a pile of books with a single operation. In several large plants special conveying systems have been built, leading to and from the cutting machines, and not far away from each machine are tables which connect with the conveyers. Piles of the publications which are to be trimmed are jogged and placed on the conveyer leading to the cutting machine, and as the piles of work are trimmed they are placed on the conveyer leading from the machine to another table. Here the work is quickly wrapped and packed for shipment.

Many catalogues, house-organs, booklets, folders, broadsides and other forms of advertising literature are printed in two colors, and ordinarily each of the two colors is printed singly on platen or cylinder presses. Here is where the two-color cylinder press is a great time and labor saver, especially on exceedingly long runs of catalogues, printed in two colors, such as are published monthly for large concerns like the Victor Talking Machine Company. On the Victor catalogues, which run into millions of copies monthly, the printers are using two-color presses for this work as well as for other work of the same class.

Another large printing company is using two-color presses on long runs of four-color process printing, for example, one press printing the yellow and red forms, and the other machine printing the blue and black forms. The work consists of colored supplements for newspapers, printed from fine half-tone plates on white enameled paper; colored pictures for magazines; advertising posters, etc. We mention these details to

give the reader an idea of the possibilities of the two-color press on process color printing. With the use of the new "dry" printing inks, a four-color process job may be handled on two presses with all four of the colors running at the same time.

The success of automatic job presses depends much upon the class of work on which they are to be operated, and before installing an automatic the printer should carefully study the advantages of all the self feeding machines now on the market. They are all good machines, but some are particularly adapted to certain kinds of printing, and it remains for the printer to study the merits of each machine so as to select the one best suited to the work of his plant.

One of the large manufacturers of gummed labels found through practical experience that a certain automatic press was "just the thing" for long runs of gummed labels. Now he is operating a battery of these presses. Several manufacturers of commercial stationery are using automatic job presses on long runs of office and factory forms, business stationery, time sheets, and other work of this character. The right machine in the proper place will help any printer in conducting a more profitable business.

In the great pressrooms of the Curtis Publishing Company, of Philadelphia, more than one hundred large-sized rotary presses are now in operation, many of them designed to print complete with one operation four-color inserts for the *Ladies' Home Journal*. These presses were built especially for the Curtis company, and they are claimed to be the best machines for close register color printing, for the reason that all four colors are printed almost simultaneously. On one of the rotaries are a large cylinder and four smaller cylinders, on which are placed the process color plates. As the blank sheet of paper is carried around by the large cylinder, the color plates on the four smaller cylinders print one after the other, and the four-color pictures are completed with one revolution of the press.

Attached to a large number of the regular rotary presses in the Curtis plant are more than one hundred wire stitching machines, so connected with the presses that copies of the *Saturday Evening Post* and the *Country Gentleman* are wire stitched as the printed and folded papers come from the machines. The reader can readily understand that this method of stitching is the means of saving time, labor and money.

IT'S dead easy to go down stream
but it takes a live one to go up

—Herbert Fletcher

HOW A YOUNG PRINTING SALESMAN CREATES BUSINESS

BY MURRAY E. CRAIN



THE best way to get business is not to solicit that which already exists, but to create new demand for printing. This may sound like a bromide, but a live printing salesman in Indianapolis is turning the axiom to account in a way that is bringing a big volume of business into the plant of the company he represents, and, of course, a good-sized commission check to himself. His method is simple enough too. He merely watches the newspapers and turns the contents thereof to advantage. He noted recently, for instance, that the laundries of Indianapolis were to adopt the five day plan of delivery. The new method was advertised in full page display in the daily papers, and some members of the printing craft might have concluded that this killed any chance for direct advertising. Our salesman, however, was not so easily turned off the scent. He made a brief study of the new plan, wrote some copy, and submitted it to the local association of laundry owners. He got the business by pointing out that the cost of distributing this one page leaflet was practically nil, since it could be inserted in the bundles of laundry as they were being made up for delivery. His leaflet merely tells simply the advantages of the plan to the public. Space was left at the bottom for the name of the individual laundry, and no less than one hundred thousand of the leaflets were printed. There was no competition on the work, and the plant which handled it had no difficulty in getting a fair price.

The laundrymen were so impressed by the initiative of the salesman that he stands in the way of getting a satisfactory volume of their regular printing business, including that of printing the paper cartons used by the laundries. But he isn't content with this prospect. He is getting up booklets to be distributed with the monthly bills of the laundry plants, as well as of other local business houses. This class of business alone opens a tremendous field, which, according to this salesman, is almost virgin. He argues that something is needed to take the sting out of the monthly statement, which, in itself, is a trifle too cold to arouse any enthusiasm.

"Bills have to be sent, of course," he says. "But why not include some other kind of a message in the envelope? It is a chance for advertising without any cost except for the printing."

The florists of the city are regarded as one of his most promising classes. He got out this message for the customers of one of the big retail floral establishments:

"The fact that this envelope contains a statement of services rendered means that you believe in 'saying it with flowers.' Why not arrange to remember the family anniversaries without any trouble to yourself? Advise us on the enclosed card of occasions which should bring an offering of flowers. We will notify you a day or two ahead of each, so that you can decide what sort of flowers should be sent."

Naturally, the salesman printed the card which was enclosed, and in addition, he suggested an office system for taking care of the answers which resulted. He is somewhat of a student of filing systems, and he showed the florist a tickler which would take care of his requirements in the most efficient way. There is no doubt that this salesman has the business of this florist nailed down so hard that no competitor will be able to even loosen it up.

"There is romance in every business," this pioneer is fond of saying. "The only trouble is that the average business man is so close to his field that he doesn't see the best way of telling the story. It is up to us direct advertising specialists to point out the way."

Insurance companies are liberal users of direct advertising, and are glad to get the benefit of outside advice. Most of the insurance men themselves are so filled with statistics that they fail to see the most advantageous method of telling their stories. For one local company, our selling friend got out a booklet which told the origin of life insurance in interesting fashion.

"Once upon a time," the story said, "a group of people decided they wanted insurance. They agreed that when any one in the local colony died, each survivor would contribute a certain amount to a fund for the family of the decedent. This was the beginning of the business in which this company and all others in the insurance business now specialize. You are fortunate in that you don't have to go out and see your neighbors and frame up an insurance agreement. All you have to do is to call Main 4000 and say, 'I'd like to see one of your specialists on insurance.'"

Speaking of the physical examination required, the booklet says: "If the lame and the blind and the halt didn't know what we were to do, we could insure every person passing along Washington street today, without

requiring a physical examination. We would be protected by the laws of averages. The same law says that you will live a certain number of years, if you are an average man — and the chances are that you are. You have a certain number of years to live, then. What is to become of your family at the end of this period?"

These are extracts from the history of a printing salesman who got out of the army about a year ago and didn't know much about any trade. He selected the printing business because it offered opportunities for initiative. He now controls more business than any other printing salesman in Indianapolis, in all probability. Yet he has retained his equilibrium and wears the same size hat he has always taken.

"Any one can do it," he says. "We must get away from the common conception of our business, that's

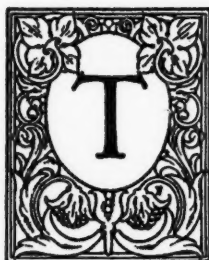
all. We aren't printers, we're specialists in direct advertising. We must keep up with mechanical developments, of course. But we must also keep abreast of developments in the business world. We must help others develop business, and only in this way can we prosper. I think the Rotarian precept tells it better than any other I have ever heard: 'He profits best who serves most.' That may not be the exact wording, but it's the gist of the thing.

"If we will keep this motto in mind, we easily can double the volume of printing that is done in Indianapolis, or any other city for that matter, within the next twelve months.

"Please excuse me now. I've got an engagement with a young newspaper man who wants to start a trade paper here. I wonder how far the printer should go in helping publishers? It's a big question, isn't it?"

NEWSPAPER IDEALS

BY EDGAR WHITE



THE time has come when the country publisher can devote a little more thought to getting out a paper that will interest and entertain his readers. During the war there were demands upon his space and time that prevented his getting out just the sort of paper he wanted.

He cheerfully sidetracked his personal ambitions to the urgency of his duty to the Government. With the favorable ending of the war, and the resultant business conditions that relieve him from worry over advertising and printing, the publisher finds himself with greater freedom to meet the confronting task that is ever uppermost in the mind of the real craftsman — the publication of the ideal newspaper.

He knows — all newspaper men know — the taste of the reading public has undergone a change in recent years. Light and trivial matter that would have been customary a while back will not do now. The visit of the banker or the saleswoman to an adjoining town is no longer news. To print it as news would make the paper look ridiculous, and the editor knows it. For one thing the automobile has eliminated such matters as news, if they ever could have been so considered.

The new order of things will be reached largely by elimination or shortening. The interminable obituary about the dear old pioneer will no longer have place on the first page, if it gets in anywhere. While I vigorously protest over every contribution of this nature, yet I'll wager that at some remote day a newspaper editor was responsible for the long "In Memoriam."

In the early days of country newspapers the death of any one who had lived long and well was a matter of interest throughout the limited scope of the paper's circulation, but with the growing density of communities there can be no possible excuse for using up newspaper space in chronicling the life story of a man or woman practically unknown to the great majority of the readers. The printing of these long obituaries is a practice that ought to be stopped, and every enterprising editor has doubtless had considerable worry over the somewhat delicate matter. If there is a death in a family, some one gets the local preacher or "Aunt Kate" to write up the details of the life of the departed, with an endless number of dates, and then they send it to the editor with the generous offer to buy four or five copies of the paper, "if you want to charge for them."

On the ideal newspaper, people will be employed who write tersely and gracefully, and whose ability will be measured by their judgment in weighing items, rather than their ability to fill space.

The extensive circulation of city newspapers and handsomely printed magazines throughout the rural section has caused a demand for better service among country papers. The poorly printed paper with slipshod typography will no longer meet a friendly constituency. The people have become astute judges. They are not going to demand the impossible, but they will ask for the development of their country paper in harmony with the general improvement in publishing and in other callings. If newspaper owners have not considered this matter they will soon find a puzzling indifference among their subscribers.

As to the shape the improved paper will take to meet the demand, this will have to be answered by the individual publisher. My own experience was to load the paper up with advertising, using many business cuts and doing a little feature work on the title page. We got out two special editions last spring, mostly advertising, and specimen copies sent to THE INLAND PRINTER came in for justly merited criticism because of too much advertising for the amount of reading. While the advertisers seemed pleased with the editions, I didn't run across any overly enthusiastic subscribers. So I concluded the goal had not been reached, since it is the reader who really passes judgment on a paper, and in the end the paper must rise or fall on his decision, for without the subscriber the advertisers will never come knocking at your door.

The paper that interests its subscribers, that makes them reach eagerly for it, is the ideal newspaper, the paper that grows in circulation without contests or schemes. When people say they read such an article in their paper, and speak of it with animation, it makes others wish to take that paper to enjoy the same entertainment.

Since the days of the Arabian Nights, people have loved to read stories. Newspaper articles in story form always attract interest. People talk about them to each other, and relate them at social occasions. The knack is easily acquired, and is one of the most fascinating features of the craft. I remember reading some time ago a story in the *New York Sun* about two tiny children who, in crossing a busy street to buy some chewing gum, dropped their pennies in the cable slot, and in peering down to see where their money had gone, tied up traffic so it took a dozen policemen to straighten things out and get the children on "dry land." It was handled so well it made an amazingly interesting little tale. Incidents that can be worked into such a story are happening almost every day.

When Joe Doyle borrowed the money to buy the Shelby County (Mo.) *Herald* he built up the circulation from almost nothing to three thousand by this method: Whenever a farmer would come to town he would interview him and get something of interest about his plantation or stock or the condition of crops. In time nearly every farmer in the county visited the county seat, and they were pleased to see the little pieces in the paper about them — not the mere mention of their names, but quotations of their information or their opinions on subjects of county interest. That sort of matter made up the first page of the *Herald* every week, and was worth more to the paper than display advertising. For that vicinity the plan seemed to answer the big question facing all publishers.

Good exchange work does much to add to the attractiveness of a paper, when the selections are made from a good class of magazines and are not too long.

Publishers should always keep in mind that people like humor, funny stories. You know how in the days of the round top we thought the clown was the whole show. Well, that same streak is in people yet, and they love smiles rather than tears in their home-town newspaper.

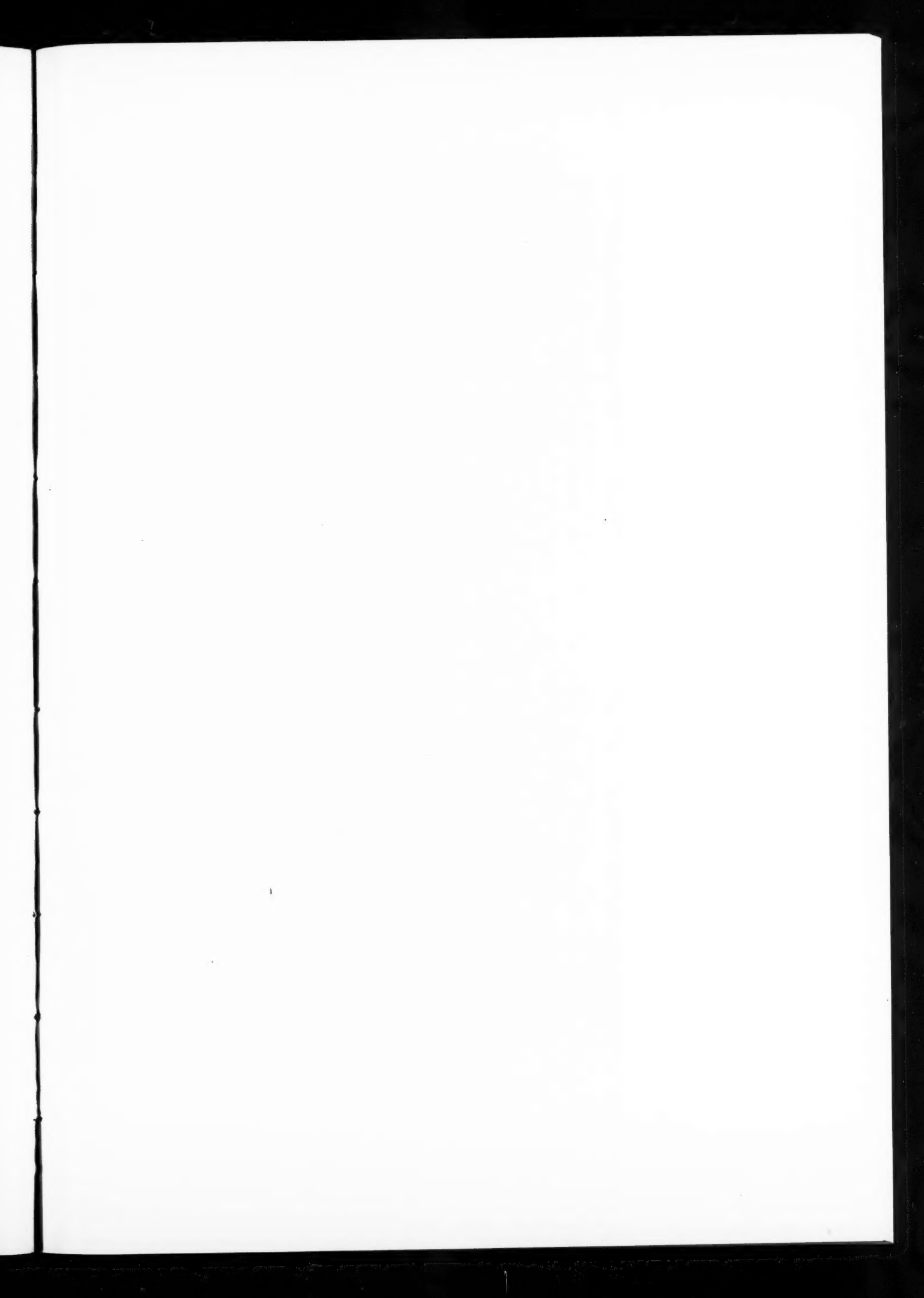
There seems to be a difference of opinion among country publishers as to the value of editorials. I heard one fellow say it wasn't any use for a country paper to print editorials, because if they were good the readers would believe they had stolen them, while if they were bad they would hurt the paper. Personally, I believe if some thought is given to their preparation the editorial page can be made very attractive. Sensible editorials give the paper individuality and standing, and add to the confidence in the general news. I don't see how a paper could exercise much influence without a good editorial department.

Our plan of improvement on the ten and twelve page editions includes a carefully edited page headed "Of Interest to Women," and a "Motor and Good Roads" page. While there's nothing novel and original about this classification, it gives opportunity for some typographical features, and the subjects appeal to a large circle of readers. We've tried out that feature with success.

At the time this is being written we have in preparation a story of "Macon County in the War," which will be written by a soldier who was "over there," and will run as a serial, with as many pictures as we can get. This will be featured, as we know it will be of direct personal interest in over two thousand homes.

In its criticism of our paper THE INLAND PRINTER referred to some advertising on the first page of the second section. It was the unanimous opinion of the force that the objection was well taken, and the rule was made that after present contracts expire there will be no more first page advertising at any price. Even before THE INLAND PRINTER's recommendation the matter had been debated in our shop.

I do not claim that we will succeed in our purpose to print the ideal newspaper, but the exigencies of the situation are forcing us to take earnest steps in what we conceive to be that direction. The public knows exactly what it wants in a newspaper. It is a generous public to those who will make a genuine effort to deliver the goods, but it will likely be pretty severe with the publisher who does not trim his sails according to changed conditions. There are too many country papers meandering more or less placidly along on a circulation of 1,000 to 1,500, many of them in counties of from 25,000 to 40,000 people. When a county-seat newspaper's circulation is no larger than 1,500 in a county of, say, 30,000, there's something wrong with the paper or with the county, and a close study of the situation should be made to disclose the trouble.





THE HIGHLAND BAGPIPER

Reproduced through the courtesy of "Town & Country," New York, from painting by Gari Melchers. Engraved in four colors by The Powers Coloritype Company, New York, and printed by The Henry O. Shepard Company, Chicago. Process inks by Sinclair & Valentine Company.



THOSE of our readers who have followed the reviews and comments appearing in the Printer's Publicity department, which for some time past has been so ably conducted by Frank L. Martin, will be interested to learn that Mr. Martin is making a trip to the Orient, where for several months he will be engaged in special work for the American Express Company. We know that our readers will join us in congratulating Mr. Martin on this exceptional opportunity. We are glad to announce that during his absence the department will be in the hands of H. W. Smith, assistant professor of advertising in the School of Journalism, University of Missouri. Mr. Smith is well qualified to carry on this work, and we know that our readers will profit by a careful study of the material he furnishes for the department. It is the purpose of the Printer's Publicity section of THE INLAND PRINTER to give constructive reviews, and criticism when it is called for, together with suggestions that will enable printers to secure more effective results from their advertising matter. We shall be glad to have our readers place the department on their mailing lists so that copies of their advertising literature may be received and commented upon, thus passing on to the trade valuable suggestions that will be of benefit and that will help to place printers' advertising on a still higher plane.

It was a great inspiration to be at the meeting of the Franklin-Typothetæ of Chicago and witness the presentation of certificates to those who have finished the course in estimating conducted by the organization. The class started with 124 members. Of these, 90 completed the class work, and a large number took the final examinations and passed with credit. What does this mean to the industry? This is only one class out of a number conducted in various parts of the country under the supervision of the United Typothetæ of America. If the percentage of those finishing in the Chicago class is equaled in the others, it will mean that we will have a far greater number of competent estimators, there will be more uniformity in the making of estimates, and consequently far less difficulty caused by lack of knowledge regarding the subject. The industry is to be congratulated upon having an organization that is carrying on the educational work being done by the United Typothetæ. If this were the only feature of the work done by this great association of employing printers, the United Typothetæ of America would have justified its existence.

3-5

"Cost accounting is industrial preparedness," said Maj. J. Lee Nicholson, the prominent authority on cost accounting, in a recent address. This is an angle of the subject that has not been emphasized or considered to any great extent in the past, and coming from such an eminent authority the statement carries additional weight. There is too great a tendency on the part of many to look upon cost accounting as merely a necessary evil, something that has to be carried on in the regular course of business, but to be chucked overboard when it seems inconvenient to keep it going. It is needless to say that this is a false view. No manufacturing concern, no matter what its size, can afford to be without or to neglect a system for finding the cost of production. Too much emphasis can not be placed upon this fact. We have always urged the need of careful attention to cost finding for the purpose of placing the correct selling price upon the product, and for keeping a close watch upon the condition of the business. Major Nicholson has thrown a new light on the value of accounting that should not be overlooked. The firm that is giving careful attention to maintaining a system of cost finding, and is keeping a close watch on the data furnished, is in a far better position to face the uncertainties of the future.

Keep the Wheels of Industry Moving Forward.

"Keep on driving ahead. Work. Produce. Now is no time for slackening industry." This, says *Chicago Commerce*, the organ of the Chicago Association of Commerce, is the way Chicago leaders sum up the program that they believe every American, employer and employee, should follow in the coming months. "Some uncertainty as to the immediate future seems to have entered the mind of the public, but there is no danger, it is declared, if the people will keep their heads cool and their bodies hot from labor. Stay on the job and do all you can, is the immediate task for the average man — and the average man is everybody."

Chicago Commerce then presents interviews with some of the most prominent leaders of business, among them one with John W. O'Leary, of the Chicago Trust Company, from which we quote:

We have learned to really understand the meaning of morale during the past few years, as applied to warfare. Unfortunately, we have not quite accepted it as a necessity of a peace time program. Today our restlessness is partly due to the low morale existing. Because nerves are frayed, because there is more of leisure, because work is looked upon as something undesirable, because extravagance is rampant, production curbed, and strikes continue to disturb any

trend to more normal conditions, it is easy to say, with morale low, "What's the use?"

Of course that is just the state of mind desired by those who take joy in creating or continuing feverish and restless conditions. Real men will fight hardest when hardest pressed. There is no need of panic to effect return to sanity. There is no need for shut down of industry and unemployment to restore ourselves to a sound basis. In fact, such a program would invite grave results at a time when men's minds are filled with the poisons of unrestricted propaganda, of destruction, and of revolution, so freely introduced during the past few years.

The proof of our morale will be in an intensive effort to work harder to keep things going. Credits are restricted, but no wise and necessary business operation will be compelled to cease. Strikes in basic industry, and restricted production, with consequent apparent shortage of labor, make operation of all industry difficult and expensive, but determination and sacrifice will enable us to continue.

Of course, sacrifice must be universal. It can not be made to apply to part of the people only. Instead of constantly increasing wages in an effort to overtake the cost of living, we must halt the onward march of money wage and secure the balance through efficient production and consequent higher real wage. Instead of struggling to increase production by using more people to do less work, we must do more work with less people.

The morale of the nation and of the world is low. It will not be raised by a "don't care" attitude. It can be raised by encouragement and by the determination of all the people to think right, do right, and work right.

Frank B. White, managing director of the Agricultural Publishers' Association, another of the men interviewed, closed with the following statement:

It is the individual effort that is going to count in these days. The getting while the getting is good will prove a boomerang, and some of us are already feeling the effects of it. It is time for us to quit talking about profiteers, big business and profits, and get down to fundamentals, put our feet on the ground and consider whence come our bread and butter.

In practically every business paper we read, in nearly every business conference we attend, we read or hear something about the need of increased production, especially of essentials. We have witnessed, and are still witnessing, an orgy of extravagance which has created an abnormal demand for products that are classed principally as luxuries. This has forced the use of vast amounts of labor and material for things that are primarily non-essentials—labor and material that should be used and are badly needed for necessities. Coupled with this, we are in probably the greatest period of labor unrest the country has experienced. It is but natural, therefore, that, as *Chicago Commerce* states, some uncertainty as to the future should have entered the mind of the public. Never was there a time that called for greater coolness and more calm deliberation, but that the country will wend its way safely through is a foregone conclusion.

It is to be regretted that we still have among us some who would try to bring us to the verge of disaster, and who continue their efforts to arouse unrest and dissatisfaction, and to create strife and distrust among the ranks of labor, and between employer and employee. Likewise, it is unfortunate that the policy of "do as little work as possible for the greatest amount of pay you can get" seems still to be preached in certain circles. That the situation should exist at this time, when as never before employers are doing all in their power to see that honest labor is given its proper reward, is beyond understanding. However, we continue

to have sufficient faith in the honesty, common sense and good judgment of what we believe to be the majority in the ranks of labor to feel confident that the strenuous efforts of the agitators will come to naught in the long run, and that the situation will gradually work itself out for the good of all.

In the meantime we should not overlook the fact that honest labor brings its just reward today just as much as it ever did, and, again emphasizing the statement from *Chicago Commerce*, let us keep on driving ahead. Work. Produce. Stay on the job and do all we can.

Your Debt of Honor.

Now that Theodore Roosevelt is dead, more of us than ever are willing to acknowledge that he was a great man, even if we disagree with his political ideas. One of the best things that Roosevelt ever wrote is contained in the following sentence: "Every man owes some of his time to the upbuilding of the profession to which he belongs." This is a statement that does not admit of argument. It expresses a concrete truth that has been overlooked by many printers, to judge from the small number of them engaged in any movement for the uplifting of the craft. It refers equally to the employer and the employee, and it is to the almost total neglect of this axiom that we owe the present unsatisfactory condition of things in the printing business. There are no serious labor troubles, there are no indications of hard times and lack of orders, there is no falling off in prices, but there is an enormous amount of time wasted in the various departments that if utilized and sold would make every printer much richer.

We know that there is a peculiar fear among the workers of the trade that excess production might result in crowding some of them out of their jobs, and we know that there is a feeling among the proprietors of printing plants that all they have to do is to pass the cost along to the public and absorb the worry of unscientific shop conditions themselves.

Some years ago a fine old gentleman, now long since gone to his rest, enunciated this motto as the guide of his life: "I am endeavoring to so conduct myself in the trade which I have chosen that it will be a better trade because I have been connected with it." A noble inspiration, and one that he succeeded in achieving. He had the same idea as Roosevelt, and he was willing to pay the debt of honor which he knew he owed to his profession. Let us do likewise and deliberately look around us and search out some way in which to pay our debt of honor to our vocation. It may be in coöperation for the betterment of our fellow workers; it may be in the invention of improved methods; at first it may be merely doing our own work better and more efficiently; but if we are really in earnest the time will come when we shall feel that we are doing something for our profession. It will require some of our time and energy, but it is a debt that we are in honor bound to pay.—*Bernard Daniels*.

Collectanea Typographica



By HENRY LEWIS BULLEN

Why should not a favorite book be as proper an object of elegant ornamentation as the head of a cane, the hilt of a sword or the latchet of a shoe?

— Roscoe, 1791-1871.

* * * *

Books and Ships.

If the invention of the ship was thought so noble, which carrieth riches and commodities from place to place, and consociateth the most remote regions in participation of their fruits, how much more are letters to be magnified, which, as ships, pass through the vast seas of time, and make ages so distant participate of the wisdom, illuminations, and inventions, the one of the other.— *Sir Walter Raleigh*.

To our art is entrusted the sublime task of making the books.

* * * *

Magic of the Type Page.

HENCEFORWARD, man will forever find himself caught within the power of type. He can not escape from it. Its charm is upon him at home and abroad. It is omnipresent, ubiquitous. Here, it is ugly; there, beautiful. Here, large and compelling; there, small and infinitely neat. Here, it is built up, brick upon brick as it were, into Temples of lofty Thought; there, it spreads its black and terrible message in words of war and of rapine, of slaughter and endless misery, too unutterable to be shaped by the mere lips of man. Here, it is tied into pretty sentences, like the lavender bows that graced the early Victorian casket; there in blue and pink knots of lovers' verses, treasured in cream-covered editions de luxe. Again, perhaps, in some obscure corner of a city slum, it is forming its meaning, upon some weary, suffering brain, into a message of comfort amid a wide ocean of misery and affliction.

The ancient fable of a magic carpet that could transport its owner to far off regions within the space of a few moments might, by a simple mental process, be regarded as prophetic of the miraculous powers of the type page. Is there any carpet, mythical or otherwise, Occidental or Oriental, that can waft its

possessor to distant spheres on the wings of the wind with more marvelous rapidity than that with which he can travel to any realm of thought by the aid of type? Curious, but true it is, nevertheless, that such magic can exist in a plane impression of a number of these leaden stamps.— *W. F. A. Warbis, in "The Falcon."*

* * * *

Mentality of Printers.

IF those who print appreciated the power and influence of printing at its full value, the printers would be the most influential group of men in America. Printing is powerful; Printing is influential; but these facts can never be fully appreciated by men who are ignorant of the history of what printing has done for mankind and for all the activities of mankind. It takes more than average ability to make a printing business successful. In this fact the general disrepute in which the body of printers is held is fully explained. A mental caliber that might be completely successful in shoe manufacturing would not necessarily be equal to the job of making a printing business successful.

* * * *

Uniform Prices in New York in 1795.

FOLLOWING is a verbatim copy of a broadside price list issued by the printers of New York city in 1795. Probably this is the earliest price agreement among printers in America. It is the earliest of which we have knowledge. The size of "demi" (demy) in book papers was 17½ by 22 inches. (Demy writing paper was 15½ by 20 inches.) In 1795 the colonial pound currency had not yet been displaced by the dollar currency. Those who would analyze these prices must remember that a pound in New York in colonial times was not the pound sterling of Great Britain. Its equivalent was only \$2.50, while the British pound sterling was equal in value to about \$5. A British shilling was 24 cents, while a New York shilling was only 12 cents. A "sheet" was bookwork printed on both sides, using

two forms, whether folio, quarto, octavo or duodecimo. The prices included composition, makeup and presswork, but not paper. In studying this price list, it must not be forgotten that money in 1795 had a purchasing value four to five times greater than our dollar had in 1913.

NEW YORK, May 18, 1795.

The following are the Established Prices of

PRINTING,

Done at the respective OFFICES of the Subscribers:—

	£	s.	d.
For every sheet of common-work, on demi paper, printed on brier, of which 1,000 copies are printed.	6	10	0
For every sheet of ditto, on bourgeois, of which 1,000 copies are printed.	6	0	0
For every sheet of long primer, or small pica, on demi paper, of which 1000 copies are printed.	5	0	0
For every sheet of pica or english, of which 1000 copies are printed.	4	10	0
For every additional thousand.	1	10	0
If the work should be French, Latin, Rules, Figures, etc., an advanced price to be paid. (of one fifth at least.)			
N.B. In the above cases, the person employing the printer to furnish paper. For printing and furnishing a single pack of large cards.			
	0	10	0
For every additional pack of large do.	0	6	0
For a single pack of small cards.	0	8	0
For every addition small do.	0	5	0
For 50 or 100 quarto handbills.	0	10	0
For every additional hundred, five shillings, unless more than 1000 are printed, in which case a deduction of one fourth may be made.			
For 100 folio handbills, 20 shillings, the printer furnishing paper.			
For every additional hundred, one dollar, unless more than 500 are printed and then, as above, a deduction of one fourth may be made.			

BLANKS OF ALL KINDS.

For any number, under five quires, 7 shillings per quire.	
For every additional quire, not exceeding ten quires, 6 shillings per quire.	
For every additional quire, after ten, 4 shillings per quire.	

N.B. The person employing the printer, to furnish paper.

We do further agree, That if either of us shall do work at a less rate than is here established, we will forfeit the sum of twenty pounds, to be appropriated as a majority of shall think proper.

Tiebout and Obrien,
Wayland and Davis,
Robertson and Gowan,
George Forman,
Hurtin and Commardinger,
Arch. McLean,
Thomas Greenleaf,
John Buel,
T. & J. Swords,
George Bunce & Co.,
John Harrison.

Go, Little Book.

GO, little book, upon your mission. Sell the goods you aim to sell in order that the Dominant God Commerce always may be satisfied and that all men may get their just returns from labor, brains and honest money.

Go, little book, unto the people.

And, now that you have gone, I wonder why I made you. Often I have paused in all the work of making you and wondered *why* I worked. Often have I stopped to count the cost and calculate the possible reward. Often have I hesitated to go on. Then on I went, and on and on, but not for cash, for commerce or for glory from the world of men. I did it for the sake of making that which none might make so well as I.

I learned to love you, book of mine — every letter, every color, every illustration in your book anatomy.

Dear book of mine — you teach the gospel of the types. Every cap and every comma, every little thing that surely makes you just the book you surely are, surely tells me of the truest hope of pay, the sweetest hope of prayer: the fact of having made you by myself and, having done it, justly gave the right to say that you are good.

Surely, you are mine.

Always, you are mine, for I, yes, I made you.

Go, little book, printed in type I set; brightened by the colors I arranged to grace your velvet pages; sparkling with the wit I wrote into the story that you tell.

Go, little book, which all the people read and over which the people all exclaim. Go unto the people, but, before you go, remember, book, that you are mine, mine because I made you.

Within my mind I gave you birth. With my hands I wrought you into shape. With my eyes I watched your growth. In my heart I know that you are beautiful.—*Ralph Estep, printer-advertiser, killed at Sedan, France, November, 1918.*

* * * *

Inventor of the Apostrophe and Cedilla.

THAT great artist and learned printer, Geoffroy Tory, in the sixteenth century invented the cedilla and the apostrophe. The first made the French easier to read, as before the cedilla went into use the letter c had two sounds in that language. The apostrophe was even more useful, indicating the elisions of a vowel which are so common in French pronunciation. In English the use of the apostrophe simplified writing. After the apostrophe came into use a phrase such as "John Jones, his book" became "John Jones' book."

How Franklin Wrote.

FINE old Ben was a prolific writer, America's first great author. Many of the manuscripts of his printed works have been preserved. From these we may see that he was a painstaking and patient reviser. The following paragraph is copied from a Franklin manuscript. The words within brackets were deleted by Franklin from the first draft of his copy, and the words in italics were substituted or added after the first draft. If we omit all the words that are in italics we read the copy as it was first written by Franklin. If we omit all the words that are in brackets we read the copy as it was finally printed:

In whatever Situation [a] Men can be plac'd, they [will] *may* find Conveniences and Inconveniences: In whatever Company; they [will] *may* find Persons and Conversations more or less pleasing. At whatever Table, they [will] find *may meet with* Meats and drinks of better and worse Taste, [things] *Dishes* better and worse dress'd: In whatever Climate they will find good and bad Weather; Under whatever Government, they [will] *may* find good and bad Laws, and good and bad Administration of those Laws. In every Poem or Work of Genius they may see Faults and Beauties: In every Face they may discover [Beauties] *fine Features* and Defects, good and bad qualities. Under these Circumstances, the two Sorts of People [I have] *above* mention'd fix their Attention, those who are to be happy, on the [convenient] *Conveniences* of Things, the pleasant Parts of Conversation, the well-dress'd Dishes, the Goodness of the Wines, the [agreeable] *fine* Weather; [the] etc. etc. and enjoy all with *Chearfulness*. Those who are to be unhappy, think and speak only of the contraries. Thence they are continually discontented themselves, and by their Remarks sour the Pleasures of Society, offend [disgust] *personally many people*, and make themselves [where] every where disagreeable. If this [different] Turn of Mind was founded in Nature, such unhappy [People] *Persons* would be the more to be pitied: But as th[at]e Disposition to criticise and be disgusted, is perhaps taken up originally by Imitation, and is unawares grown into a Habit; [and] which tho' at present *strong* may nevertheless be cured when those who have it are convinced of its bad effects on their [Happiness] *Felicity*; I hope [a] *this* little Admonition may be of Service to them,—and put them on changing a Habit, which tho' in the Exercise is [merely] chiefly an Act of Imagination yet it has serious Consequences in Life: [To] as it brings on real *Griefs* and Misfortunes.

* * * *

What is the good of unknown good? If you have a good thought, a good idea, a good ideal, a good thing to sell, ask a printer to spread the news. There is for the majority of mankind no surer avenue to success than that which runs through the establishment of a competent printer.

Where Ignorance Makes Lean Pocket-Books.

EVERY library is a shrine of the printers' art. Every achievement of the master minds of the world is effective only by means of the printers' art, for what is the good of unknown good. The works of Homer, Virgil, Shakespeare, Dante, Milton, Goethe, Pope, Scott, Balzac, Dickens, Poe and thousands of other kings of the mental world are ours today solely by means of the printers' art.

One book in the hands of Columbus discovered the Western World. One pamphlet in the hands of Franklin discovered electrical science. Four books read and re-read by the youthful Lincoln made him the grandest of Americans. One short article by Garrison made Wendell Phillips the most effective foe of slavery in America. All light and all leading have their source in books perpetuated from century to century by the printers' art.

Tens of thousands of factories and workshops are kept busy by means of the printers' art.

Neither to law, nor medicine, nor theology, nor statesmanship can such praise be given; yet those who practice law and medicine and theology and statesmanship stand before kings, while printers attend cost congresses, too ignorant (many of them) of the history and power of printing to sustain at par either the honor or the profits of printing.

* * * *

THE Public Library of the city of New York refused to provide an exhibition hall for the splendid exhibition of printing recently given under the auspices of the American Institute of Graphic Arts. Doubtless the library authorities regard the product of commercial printing houses as something akin to the work of carpenters, plumbers and other grimy mechanics. Truly, printing has lost its reputation! Here is an institution organized to house and distribute the products of the printers' art, yet it can not see any vital connection with what it calls "literature" and that art which makes "literature" possible. Doubtless it rates a librarian or a publisher above a printer. *Col-lectanea* sees in the librarian a janitor of printing and in the publisher a peddler of printing! When a few more printers take this view, librarians will insist upon frequent exhibitions of printing, or they will lose their jobs.

* * * *

Competition.

"Every man for himself, and his own ends; the devil for all." — *Burton.*

FEDERAL SEARCHLIGHT AGAIN FOCUSED UPON THE PAPER INDUSTRY.

BY WALDON FAWCETT.



O the printer who skims the headlines of the Washington dispatches in the daily newspapers, it must appear that investigation of the paper industry is a perennial activity at the national capital. When the executive branch of the Government is not probing the complexities of paper supply and paper prices, through some such instrumentality as the Federal Trade Commission, the legislative branch is busy on the same general issue, the solicitude preferably taking the form of exhaustive Congressional investigation that is supposedly the prelude to legislation designed to relieve paper shortage and prevent price manipulation. In short, it is a dull day at Uncle Sam's headquarters when the trials and tribulations of paper users do not occupy the attention of one or more governmental agencies.

Condoned, however, is the pessimism of the printer who, having watched for a time the federal efforts to diagnose and prescribe for paper anemia, has grown skeptical of the ability of the doctor at Washington to effect a cure. Time and again during the past half decade there have been witnessed by the interested bystanders of the printing and allied trades, more or less ambitious efforts on the part of the Government to stimulate paper production or equalize distribution or otherwise relieve the stress and strain upon paper consumers, but never has such an effort been conspicuously successful. Even the somewhat autocratic control of paper prices and paper resources during the war fell short, in the estimation of some printers, of ideal paternalism. And always the cynical printer has been tempted to put his tongue in his cheek when he has beheld Uncle Sam wrinkling his brow over the woes of private paper users and, at the same time, abating by no jot his own lavish and extravagant consumption which attained unheard of proportions under the impetus of war time publicity.

In view of the very important but by no means universally recognized influence of governmental paper consumption upon the paper market, it is at least interesting that our latest official inquiry is coincident with a determined effort to check the prodigality of governmental publishing. That this effort precipitated a controversy between Congress and the President is neither here nor there, if the revelations that have been made serve to arouse any considerable public sentiment against the scandalous wastefulness in public printing. As for the current examination of the paper industry by a group of United States Senators, the tedious round of talk and yet more talk has embodied certain deductions and suggestions that are perhaps more practical and more valuable than have been yielded by any previous consultation of specialists at the bedside of the paper industry.

The hearings that have been conducted during the month of May by a subcommittee of the Committee on Manufactures of the United States Senate have been addressed primarily to the news print paper industry, but the inquiry has inevitably extended to other branches of the paper industry. The resolution of the Senate under which this subcommittee has acted has directed especially an investigation as to whether the prices now being charged for news print paper and similar products are excessive and to find the causes for existing prices. With that as a cue, it was logical that debate and discussion should wax warmest on the price equation, and we have had a repetition of the familiar spectacle of paper users charging at Washington the existence of "pools" and "corners" whereby paper manufacturers are accused of having conspired to maintain prices, while the latter as vehemently deny the imputation and place the blame for existing hardships upon a

sharp increase in paper consumption unattended by any proportionate gain in paper production.

Whereas the latest series of conferences at Washington have brought plenty of suggestions for conservation of paper supplies, even to the point of compulsory measures that would restrict the size of newspapers and employ other heroic remedies, it has been quite apparent that the only submitted suggestions which have genuine constructive value are those which contemplate an increase in paper supply and the tapping of additional resources. For that matter, it has been emphasized that unless substitutes for wood pulp be developed and American consumers be enabled to reach farther afield for paper supplies a scant quarter of a century will suffice to bring our printing and publishing industries face to face with famine conditions. If the hearings at Washington but be the means of arousing the makers and the users of paper to a realization of the need for concerted action in behalf of expansion of the production of raw material, it may be deemed to have been well worth while.

Upon the occasion of various examinations in the past there has been incidental reference to certain remote resources which might, perchance, solve all the problems, but the idea of tapping these has been promptly dismissed as impracticable because costly or time consuming. A case in point is afforded by the pulp resources of Alaska, the existence of which has been mentioned frequently in the past but always with the intimation that whereas the Alaskan forests must some day minister to the art preservative the time for such summons was not yet. The recent hearings have, however, made it clear that plans for the development of Alaskan pulp resources must be projected in the immediate future and that no problems or obstacles must be allowed to interpose.

Need for closer relations and better understandings between the paper arbiters of the United States and Canada is another obligation that has been clearly emphasized by the current hearings. With American capital investing to an ever increasing extent in Canadian timber lands and Canadian paper plants, there would seem to be scant reason to fear anything savoring of obstructionist policies in the Canadian paper industry. But, unfortunately, there has not been, of late, complete harmony in governmental relations between the two countries as regards the policies affecting paper exportation and importation. It is promised, though, that the entire issue of reciprocity is shortly to receive consideration, and with the presence at Washington for the first time of a resident minister or envoy of Canada (obviating the necessity of conducting diplomatic interchanges via London) it is hoped that it will be possible to nurture in more marked degree a mutual spirit of sympathy and conciliation. Certainly with the increasing interdependence as regards paper supply it is imperative that machinery be instituted that will avoid action at cross purposes between the United States and Canada. The necessity of this has been further emphasized these past few weeks by reports that Canadian railroads have refused to load white paper for United States consumers, because Canadian freight cars that had previously been sent to this country with paper had not been returned to the points of origin, unmindful of the circumstance that fully as many United States freight cars were meanwhile "detained" on Canadian roads.

That paper consumers are not yet reduced to the extremity where they will whole heartedly make common cause for the solution of the difficulties of paper supply was made all too apparent during the hearings of the past few weeks. Inability to submerge self interest for the common good was revealed during previous open forums on the same subject, but the latest hearings were approached with a feeling in some quarters that perhaps the gravity of the situation had been so emphasized that paper users would be moved to assume a "one for all and all for one" attitude. The average paper consumer, however,

continues to have his opinions colored by his individual needs and desires. Just as in the recent tussle over second class mail rates the country publishers were in favor of a "zone" system that let them go scot-free, regardless of what it did to the city publishers with national circulations, so in this quest for a solution for the paper shortage we found newspaper publishers who have no Sunday editions endorsing the idea of mandatory restrictions upon the size of Sunday supplements, and the publishers of small or moderate size publications chimed in enthusiastically in support of proposals to restrict the size of metropolitan dailies. So it went, all down the line, even to the business paper publishers who, having in their own journals a fairly even balance between the space devoted to reading matter and advertising, respectively, saw no injustice in penalizing paper users whose periodicals are top heavy with advertising.

In disapproving the proposal for limitation of the size of papers as inequitable and very difficult of application, Frank P. Glass, until recently president of the American Newspaper Publishers' Association, declared that in his estimation the only feasible governmental remedy for the existing paper shortage lay in the establishment of a governmental control of paper, paper mills and paper consumption, and a percentage reduction in the consumption of each publisher, letting each apply the assigned quota of paper in his own way. Thus one consumer might reduce circulation, while another might prefer to effect the imposed economies by a reduction of advertising.

When George McAneny, executive manager of the *New York Times*, was on the witness stand at Washington, effort was made by the cross-examining Senators to establish the economic relationship between news print and book paper. Mr. McAneny, in the course of his remarks, commented on the fact that the rotogravure sections of the *New York Times* are printed on book paper supplied from mills that are not in the critical condition of the news print mills. Thereupon, the interrogating Senators sought to gain acknowledgment that consumers of book paper really draw upon the same reservoir of raw material as the users of news print. Incidentally, the executive of the *New York Times* revealed that for book paper he is paying today 8 cents a pound delivered in New York, which is a lower figure than the *Times* is paying for some of its news print.

Almost all of the paper consumers who have lately appeared in the roles of advisers to Congress have made the trite suggestion that to remedy existing complications there must be less paper consumed and more produced. It remained, however, for the spokesman for the *New York Times* to offer concrete evidence of what one large consumer is doing to stimulate production. Mr. McAneny gave the details of his new contract with the Canadian Export Company for the entire product of two new machines to be installed in the plant of the Laurentide Company, at Quebec. Under this five year contract, which calls for the delivery of 36,000 tons, it is stipulated that the price to be paid shall be fixed from period to period according to the lowest price that this producer charges smaller customers in any part of the United States. The *New York Times* is willing, as its manager expressed, to share risk with the papermaker in order to get a new enterprise started.

Arthur J. Baldwin, of the McGraw-Hill Company, publishers of engineering periodicals, has told the senatorial committee that the present shortage is not only in news print but likewise in magazine stock and every other sort of paper. He declared that for more than three years past his corporation has been studying the question of undertaking the manufacture of its own paper, but that it has deferred action because of the federal taxes that are laid against any new enterprise. Mr. Baldwin declared that the recent action by Congress in raising from 5 to 8 cents the limitation upon print paper that is admitted to this country free of duty was inadequate to relieve the situation, inasmuch as it affects only about one-third of the paper coming into the country, and he called attention to the

fact that existing conditions have compelled many periodicals to resort to the use of news print that have heretofore used higher price stock.

Of considerable interest, presumably, to printers in general, and especially to those whose purchases of paper are made in the open market rather than by annual contract, is the attention that has been bestowed in the hearings at Washington upon the operations of jobbers and brokers in paper. It is no exaggeration to say that much of the discontent and resentment on the part of small newspaper publishers that has compelled Congress to take cognizance anew of the paper situation has been due to the necessity on the part of small consumers of making spot purchases of paper at prices perhaps three times as great as were paid for equivalent supplies by large consumers protected by annual contract.

Typical of the air of suspicion with which the senatorial body has scrutinized the operations of jobbers were the questions put to M. Deverich, of the firm of E. R. Mosher Company, New York. Mr. Deverich was asked to submit a complete list of the actual purchases of his company since its formation in February, together with information as to the prices paid in each transaction. Asked regarding the reports that had reached the committee to the effect that profits upon paper were covered up by passing the paper from one jobber to another, Mr. Deverich said this might be the case in some instances but despite the fact that it is the practice of jobbers to sell to one another, he did not believe that much was added to the price on each such turnover. He also recited, as one of the woes of paper jobbing, the fact that whereas the mills would formerly quote prices to distributors covering a period of three months it has been impossible lately to obtain quotations to remain in force longer than one month.

Trailing evidence of speculation in paper as one of the main underlying causes of present prices the senatorial subcommittee likewise sought information from such factors as the Domestic Mills Paper Company, of New York, and the Whitaker Paper Company, of Cincinnati. David E. Barry, vice-president of the latter concern, demurred at stating publicly the prices paid for paper under contract, but incidentally revealed that whereas this jobbing concern ordinarily carries \$1,000,000 worth of paper in its fourteen warehouses it now has less than \$50,000 worth on hand. L. G. Hinman, of the Domestic Mills Paper Company, declared that whereas the public hears most regarding the shortage in news print, there is also a scarcity in all the lines on which his corporation specializes, namely, kraft, bond, glassine, manila, etc.

Along with senatorial delving into the subjects of speculation, spot tonnage, open market operations, etc., the inquirers at Washington have shown keen curiosity in every case reported to them in which paper producers have supposedly sidestepped contract obligations. Thus, Frank A. Munsey was asked in detail regarding his experience with the Remington Paper Company, an incident that seems to raise the question whether the presence of an adjustment clause in a contract lets the contractor out of an absolute agreement to deliver paper.

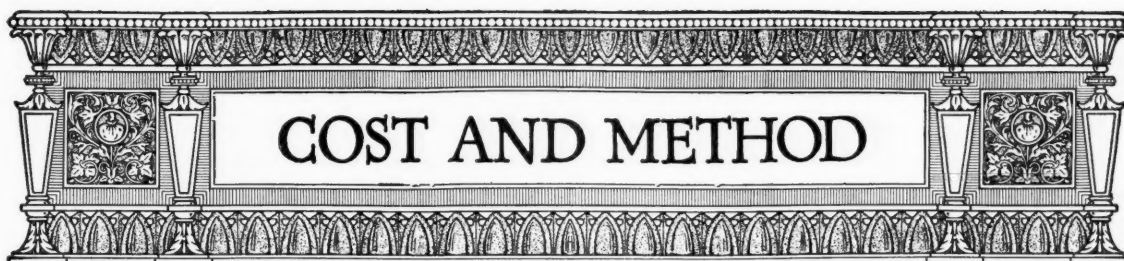
TIT FOR TAT.

"I'll ring for Norah to bring a fresh pitcher of water," said the professor's wife.

"You doubtless mean a pitcher of fresh water," corrected her husband. "I wish you would pay more attention to your rhetoric; your mistakes are curious."

Ten minutes later the professor said: "That picture would show to better advantage if you were to hang it over the clock."

"You doubtless mean above the clock," she returned quietly. "If I were to hang it over the clock we could not tell the time. I wish you would be more careful with your rhetoric, my dear; your mistakes are curious." — *Boston Transcript*.



COST AND METHOD

BY BERNARD DANIELS.

Matters pertaining to cost finding, estimating and office methods will be discussed through this department. Personal replies by letter will be made only when request is accompanied by return postage. When estimates are desired, a charge of fifty cents for jobs amounting to \$50, and an additional charge of one-half of one per cent on those over that amount, which must accompany the request, will be made in order to cover necessary clerical work.

A Standard Proposal Blank.

One of the needs of the printing business is a uniform proposal form for use in making quotations on estimated jobs. This would have a tendency to bring forcibly to the attention of the buyer of printing the variations in the kind of work and style of job being quoted upon.

We can not hope ever to arrive at that ideal condition where different printers will visualize the same job from a set of specifications, nor can we ever expect them to express in the same words the details of the job they propose to produce. This being the case, a standard form, with blanks for stating exactly many of the variations, would, if properly used, enable the buyer to know just where the great difference in cost which he finds in his estimates is made.

Naturally, the standard estimating blank would be the first step toward the standard proposal blank, and the adoption of both would be a good thing for the printing business.

It is not within the bounds of reason to expect the buyer of printing to know enough of the details of its manufacture to determine which of several estimates submitted is the best buy for him, if each of the bids is couched in different language and indifferently expressed at that. But with a standard form and a standard vocabulary for the details it would be possible for any good business man to know whether the bidders were making quotations on the same thing. It would also be a good thing for the printers as a class, because it would establish in the minds of the public a confidence in the statements of the printers, which is now entirely lacking. With standard forms and a standard vocabulary for making quotations it would be possible for the man who did not know about the technicalities of printing to go to some one who did and get accurate advice regarding the quotations.

This is of sufficient importance for the trade organizations to consider seriously and take active steps toward the introduction of such a system and a standard blank.

The Shopping Habit.

Many printers who complain bitterly of their customers because they get several estimates and buy on price should look at home before throwing stones. They will tell you that it is impossible to buy printing of the right quality on a price basis, and that there is no possibility of several printers making the same price on any set of specifications, because they will all conceive a different idea of the job wanted and figure accordingly, all of which is absolutely true.

It is no more possible to buy photographs, designs, artwork and engraving on price than it is to buy printing. There is the same variation in the conceptions of the photographer, the artist, the engraver, as there is in the case of the different printers. Quality, style, finish and design mean something in which there is even more variation than there is in the jobs that several printers would produce from the same specifications.

But this does not deter numbers of printers from asking estimates from the artist and from the engraver, and expecting them to immediately sense their idea and know how long it will take to work it out.

Let us be honest with ourselves, our customers and our allied trades, fellow workers, and cultivate in ourselves and our customers the cost plus idea as an actual rule to work by and not merely a beautiful theory.

It is possible to name a price for a piece of printing, art, engraving or binding and to produce something for that price that may pass muster, but it would be very unusual for such a job to be really first class throughout. There are so many details that estimators have a habit of overlooking (or that develop later) that must either be slighted to hold the price down or be charged as extras, that it is exceptional for such a job to be completely satisfactory to the printer, and it is often not satisfactory to the customer.

Now, for the first time in many years, nearly every printer is so busy that he may pick and choose his customers. Why not make it the starting point for the complete abolishment of the fixed price estimate? Now when there are more orders than printers it will be easy to train buyers in the idea of cost plus, so that by the time business drops to normal no other way of pricing will be expected. It will take a lot of coöperative work, but it can be accomplished, and the saving of worry and time will be well worth working for. This at least is one of the combinations for price making that will not infringe the laws of the land. "Cost plus," with open inspection of the method of keeping costs, is a guaranty of justice to both parties.

Delivery Charges.

To be of any value to your customers your goods must be delivered to the place of business or such other location as is designated. Delivery involves the outlay of physical effort, which, in these parlous days, costs money — more money than ever before in the history of the printing business. Yet the large majority of printers seem to lose sight of this fact, if we are to judge by the estimates which come to our notice (and there have been quite a number). Very few of these contained any mention of delivery or specific charge for this service, even when the weight of the paper ran up into hundreds of pounds — in one particular case to more than two tons. There is no job so small that it does not cost at least 10 cents to deliver, even when enclosed in an envelope and mailed as third class or by parcel post. Therefore, the charge sheet for every job should contain a definite charge for packing and delivery that is consistent with the actual amount of labor and cost incurred.

But, some one will say, the delivery costs are carried into the general expense account, and we do not want to rob the customer by charging him twice for the same work. Even if this is so, it is not correct, for printed matter does not carry a cost of delivery in proportion to its selling value; while the

general expense account is divided upon a pro rata or percentage basis. Many jobs that are low in price because printed on cheap grades of stock are really so bulky that the cost of packing and delivery is out of all proportion to the price of the job as compared with some of the smaller and higher priced ones printed on good stock in several colors.

Of course, the only correct charge for delivery is the actual cost, plus a normal profit. This cost, like all others, is determined by the number of hours of men and machines used in the service, as shown by the cost system. There is no need for any guesswork about it.

Another way of sizing up the proposition for the printer who does not keep separate records of cost for his shipping department is as follows: Suppose that you have your own delivery service and find that it costs an average of 15 cents a package to handle the goods. An ordinary sized package containing 500 letterheads, or 500 cards, or 500 envelopes, costs 15 cents for placing it in the customer's hands; then there should be a charge of 25 cents for the delivery. If, on the other hand, you employ a delivery company to handle your business, the chances are that you will be charged from 25 to 35 cents a package, in which case the charge to the job should be proportionately larger.

Then there are the larger jobs making several packages, for which 50 cents a package would not be unreasonable and would leave but little margin for profit. And the question of distance counts for considerable in the larger cities where the delivery companies fix a territorial limit for the minimum price and charge higher rates for packages delivered beyond these limits.

This does not cover the cost of preparing the packages for delivery, the wrappers, the checking, the labels, the time of wrapping, making out the receipt, and the rechecking with the express man or at the post office.

This is one of the leaks that increase your overhead expense and help to make your hour costs seem high. The cost must be taken care of, there is no question about that. If you do not keep a separate record of the delivery department, the general expense must carry the burden, and that means that some of the smaller jobs help to carry the cost of the more troublesome and heavier deliveries.

A better way is to make it a habit to charge every job with as nearly as possible its correct cost of delivery, crediting these amounts to the delivery department in the general expense, so that only the unaccounted for cost will be carried over the productive hours to increase their cost.

It is surprising how much the composing room or the press-room hour cost can be reduced by charging direct to the job for which they were incurred this and some other items usually bunched into general expense, and seeing that the entry gets on the job ticket and into the proper column in the gH reports.

The Cost of Cost Keeping.

Most printers who have not tried it out seem to have a tremendous dread of the cost of keeping a correct cost system in their plants. It seems to them that the necessary detail of keeping the time tickets and the collation of the data from them into the daily and weekly reports is going to take an enormous amount of time of some high salaried individual and therefore they feel that the system will cost more than it is worth.

Have you ever heard of a plant without a cost system that habitually overcharged its customers — charged them more than the cost and a fair profit? Is it not true that it is the plant without a cost system that makes the concessions to secure the work, and then finds that it cost more than the quoted price?

There are two classes of printers who suffer from the mania of fear in regard to the cost of cost keeping. The first consists of those who deprive themselves of the assistance of the cost system because they are afraid to install it on account of an erroneous idea of the cost. The second class includes those who

attempt to run a cost system with the wrong kind of cost clerk. There is hope for the conversion of the first class, but the second injure not only themselves but other printers by the failure of their system to function and by blaming the failure on the system, when the fault is with themselves.

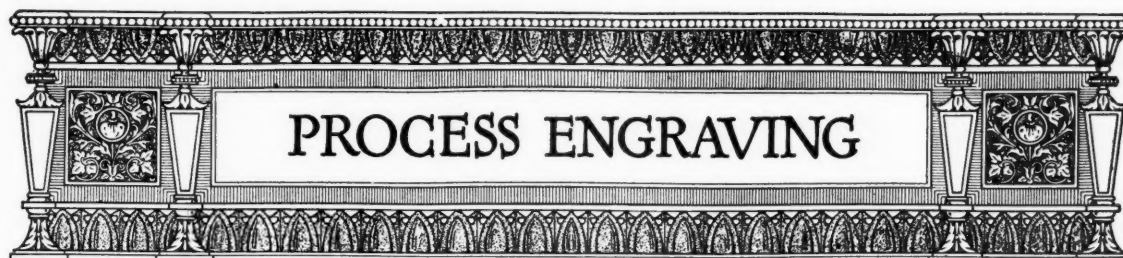
Just a typical case: The system was installed in a moderate sized plant and seemed to be working nicely until the cost clerk asked for an increase of \$2 a week. It was refused, and the girl, who had been instructed by the accountant who installed the system, left. A stenographer who had been with the house for about a year was placed in charge of the cost system, and was given such instructions as the retiring clerk could give during her last week with the firm. Naturally, she did not do very well and much fault was found with her, so much that she left the job. She could give but very imperfect instructions to her successor, and the work of cost keeping drifted into merely checking from the time records to the job records so that the proprietor might have a guide in making up the prices. Errors began to creep in because there was no check up of the productive and non-productive time reported on the daily time tickets, and the owner of the plant told the truth when he said, "My cost system is absolutely no good, and it was a waste of good money to put it in."

The other side of the story: There is a large plant in one of the big Eastern cities, where a well trained female clerk handles all the details of a cost system for about one hundred and thirty employees and has her work all done by three o'clock each day; this includes a daily statement of sales and profits on the jobs that have been billed that day. The proprietors of this plant are cost system enthusiasts, because they can point to numbers of cases where the cost system saved them from loss in the early days of its installation, and they know that without it conditions would soon relapse into the old ruts. What does that lady earn? She gets the largest salary of any clerk in the office, and there is no doubt that she earns it; she has been with that firm as cost clerk ever since the first cost system was installed.

Note the difference. On the one hand, the fear of the cost of cost keeping leads to the slighting of the work and the refusal to pay salaries that will retain competent cost clerks; the system falls from bad to worse, and is finally abandoned. On the other hand, the value of the system has increased from year to year, and the records of every man and machine in the plant are so carefully kept that when a request is made for an increase in wages, or for a new machine or attachment, the records are shown to the party making the request, and it is granted or refused on the basis of those records and the ability of the petitioner to improve them.

Where great detail is desired and individual records of machines are kept, the cost of a cost system may possibly be one per cent of the business handled, but in most cases it will be considerably less, even with a competent and well paid cost clerk. In one case where a record of every individual was kept on a percentage basis as compared to a fixed standard of efficiency and this percentage used in making prices, the cost was a trifle over one and one-half per cent. In that plant the extra charges for the extra efficient compositors paid the cost and left a margin. Without the cost system all hours would have been sold as average; with it the hours of the higher grade and swifter workers were sold at a premium that paid. Under proper management and with the same business judgment that would be exercised in the other details of plant management, the cost system can be made a producer instead of an expense. In fact, for the first two years it will more than pay its way by discovering the jobs that have heretofore been done for cost or less.

Banish all fear; start the cost system right; place it in charge of a competent clerk; pay him or her enough to keep up enthusiasm; insist on the work being done thoroughly, and use the results in determining the cost of every job, and you will find it the best investment you ever made.



BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers, are solicited for this department. Replies can not be made by mail. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

An Instructive Engraving Exhibit.

The Walker Engraving Company, of New York, had an exhibit at the printing exhibition of the American Institute of Graphic Arts which other engravers might imitate to advantage. It showed the progressive steps in the making of a line engraving, containing some Ben Day shading combined with a vignetted halftone surprint. The exhibits might be numbered as follows: 1, line copy; 2, halftone copy to be surprinted; 3, line negative; 4, halftone negative; 5, line negative turned on plate glass; 6, halftone negative turned on plate glass; 7, sensitized copper; 8, print from line negative on copper; 9, copper burned in; 10, surprint of halftone; 11, both prints burned in; 12, flat etch for halftone; 13, stopped out halftone; 14, deep etch for line; 15, flat proof; 16, re-etched for vignetted edges; 17, routed; 18, flat proof of re-etching; 19, finished proof; 20, blocked. It will be noticed that the company omitted showing the progressive steps in deep etching the line engraving on copper, which would include the first, second and third bites. This kind of exhibit teaches customers and also the public what a long and intricate process is involved in the production of an engraving, something of which they are now ignorant.

Rotary Screen or Copy Board.

"Operator," Oakland, California, writes: "I am interested in four color direct screen negative making, and want to know whether a rotary copy board will successfully take the place of a rotary screen. I should also like to know whether the best makes of anastigmats could be used in color separation without badly showing chromatic aberration."

Answer.—The rotary screen has this advantage over the copy board: When reproducing an oil painting the illumination of the painting should be from above to give all the brush marks and the mesh of the canvas their necessary shadows. With the rotary screen these shadows will be the same in each of the color record negatives, while with the rotary copy board the shadows would change, and one of the most important effects in the reproduction would be lost. With water color copy this objection is not so serious, except when the paper on which the colors are washed is very rough. Whether an anastigmat lens is also apochromatic—that is, corrected for the similar reproduction of all colors—is a question that had better not be taken on the makers' say-so, but should be determined by actual tests of individual lenses.

Collodion for Wet Plate Work.

L. H. Moise, San Francisco, asks: "Can you give us the name and address of any one who carries a first-class wet plate collodion in stock and is able to ship it out to us by express or parcel post? Or, will you give us a recipe for a wet plate collodion?"

Answer.—Better make your own collodion. Here is the simplest formula for collodion. It originated with the writer,

was used by him for many years, and is now used universally. Besides being easily remembered, its advantages are that it can be used almost immediately after compounding and will not contaminate the silver bath as soon as some of the formulas with additional or other salts:

Alcohol and ether.....	Equal parts.
Pyroxylin.....	7 grains to the ounce of combined alcohol and ether.
Ammonium iodid (brown).....	5 grains to the ounce of the above.
Cadmium bromid.....	1 grain to the ounce of the above.

Color Reproductions of Stained Glass.

"Manufacturer," Brooklyn, New York, writes: "To get reproductions in color of stained glass windows for circular purposes can the engraver work direct from the windows, or must we give him photographs colored up?"

Answer.—Your query will interest photoengravers, even though they may never have to reproduce stained glass windows, for it will bring to their attention a trouble from which they suffer unconsciously. Color separation negatives can be made from stained glass windows direct more easily than from any other colored copy, provided no other light is permitted to reach the lens than that which comes through the colored glass. When color separation negatives are made from other colored objects than through stained glass, so much white light is reflected from such objects that it is frequently recorded in the negative stronger than the color itself. This is the chief reason why color reproductions of water color drawings are so difficult—the grain of the paper reflects so much white light. Stained glass windows are ideal subjects for color separation negatives, as there is no reflected white light to mix with the transmitted light of the colored glass.

Duotypes and Duotones.

"Printer," Columbus, Ohio, sends some double printing which he has done from the same halftones in two shades of the same ink and which he calls "Duotone." He requests an opinion of the results.

Answer.—The result is quite good on this proof because the printing is slightly out of register, while if the two printings were exactly in register and each dot was exactly on top of the same dot in the previous printing the result would not be so satisfactory. The proper way to do this is to have the photoengraver make two plates from the same halftone negative, one of these halftones to be etched crisp and sharp and the other to have the dots kept thick, with the shadows well filled up. Print the last halftone in a tint of soft ink and the crisp halftone in a dense ink of the same shade of color as the tint, and the result will be beautiful. This style of engraving is called "Duotype" for the reason that both halftones are made from the same negative. An improvement on this is called "Duograph," where two halftones are made from the same copy but with the screen lines at different angles. These are printed in two tones of the same ink, and the effect is so superior

to printing from a single halftone that in these times when good paper is so costly it is surprising that it is not used more frequently, and the very best results should be gotten from it.

Are Zinc and Aluminum Porous?

"Photoengraver," Cleveland, writes: "I have a dispute with an offset printer which I wish you would settle, if you can. He says that the zinc plates they use are porous. I say that the zinc we use is not porous. He showed me a book of instructions on the offset process which says this: 'The theoretical principle of zinc plate printing is purely chemical, and is based principally on the repulsion of water and some other substances by fatty bodies and the alteration of these greasy bodies by acids. As a support for this chemical opposition a zinc plate that is sufficiently porous to allow grease, water and acid to penetrate is used. The fatty substance which actually penetrates the zinc plate,' etc. Now, if their zinc plates are porous, how do they get them so? Photoengravers' zinc is not porous so far as I can observe."

Answer.—You are right and your offset friend is wrong. Zinc, aluminum, brass, or whatever metal is used on the offset press, is not chosen for its porosity, for none of these metals are porous. The metal on the surface of which they can secure the finest fiberlike grain by the use of a scratching sand pressed into the surface by rolling marbles is the best metal for offset printing. Gold sheets probably would be better than zinc, and it is needless to explain why zinc is chosen. It is the fiber grain that holds the water, which is proved by the fact that if the offset pressman scrapes away the fiber from the surface of the offset plate that spot will give him trouble. That zinc is porous was an old superstition among early zinc etchers until they worked zinc long enough to know better. Offset men have yet to learn the fallacy of it.

Scientists and Three Color Inks.

"Three Color Worker," Chicago, writes: "For years I have been reading of this or that scientist showing by a chart of curves, which I don't understand, how faulty the colored inks are that are given us. What I want to know is why, if these gentlemen know the precise colored inks we should use, they don't give us the proper colors and settle the matter."

Answer.—Be patient a little while longer. The photoengravers have the problem in hand, and you will learn their findings at the convention this month. The trouble with the scientists is that they are insisting on colored inks matching up with bands of color from the spectrum. The photoengraver is not called upon to reproduce bands of color from the spectrum but colored oil pigments used in paintings and the water color pigments. The photoengraver can get any colored inks he requires, and what he is now trying to do is to have all photoengravers use the same sets of colored inks, so that color printers can use color blocks from several engravers in the same form and print them satisfactorily with the same inks.

Dry Lithography.

J. B. Shriver, Detroit, asks: "What is meant by 'dry lithography'?" The answer is: It is relief plate printing on an offset press. Its advantages are well told by J. B. Prentiss, of the Isler-Tompsett Lithographing Company, St. Louis, who states: "We use thirteen gage zinc for the 'dry printing' plates. Any one can easily learn to etch these. All that is necessary is to get the advice of some photoengraver about handling the dragon's blood to keep the acid from under-etching. The only special requirement for the 'dry' plate is that the entire plate be covered with a light ruling or a Ben Day tint. We have found that 'dry plate printing' on tints of any character enables the pressman to greatly increase his speed. A disadvantage of the wet plate process is that a little too much water on the plate causes the color to break up, and necessitates

frequent cleaning out of the plate. In this way the plate is often spoiled before the run is finished. By using a high etched plate for 'dry printing' there is practically no wear on it, and it is impossible to estimate how many impressions you could get. We believe the life of one of these plates is practically unlimited. Where this process is used in connection with register work it is very satisfactory, from the fact that the paper is not dampened, as by the old method, and consequently there is no chance for it to stretch or shrink. This method is the most successful way to run sensitive tints, as they are anilin colors, and by the old wet process the least bit too much water causes the color to run and make an unsatisfactory job. The quality of the finished product is always better than by the old method, as the impressions are smoother and sharper."

It would seem from the above that to print halftones successfully on rough surfaced paper all that is necessary is to print from relief plates on an offset blanket, and offset it on the paper. Pressbuilders might take this up with advantage.

PRINTING ON CELLULOID AND LIKE MATERIAL.

BY LEON A. HALON.

Many celluloid printing jobs are refused annually by printers through lack of the necessary knowledge of how to do satisfactory work on this material. On account of the non-absorbent qualities of polished celluloid, ordinary printing ink does not stand up well.

The secret of success in printing lies in previously roughing or matting the surface, when the material will take the ink as satisfactorily as paper does. Manufacturers of printed celluloid novelties buy their celluloid sheets unglazed, and after printing and thoroughly drying the sheets they polish them. Each sheet is placed between highly polished nickel plated plates and subjected to pressure in a special hydraulic press. The body of the press is equipped with a heating unit, preferably a steam chest, and temperature is carefully regulated not to exceed 190° F. The material is subjected to this combined heat and pressure for a few minutes, then cooled, removed, and cut to size.

For the printer who is handy in mixing, a satisfactory waterproof ink for direct printing on the polished surface can be made for small jobs as follows: Stock solution.—Dissolve by occasional agitation in a clean bottle $\frac{3}{4}$ ounce new colorless transparent celluloid clippings in 16 ounces anilin or Mirbane oil (preferably the first on account of the penetrating odor of the latter).

To make the ink, add sufficient of this solution to desired alcohol soluble anilin color, and incorporate well in glass mortar with pestle to the consistency of ordinary printing ink.

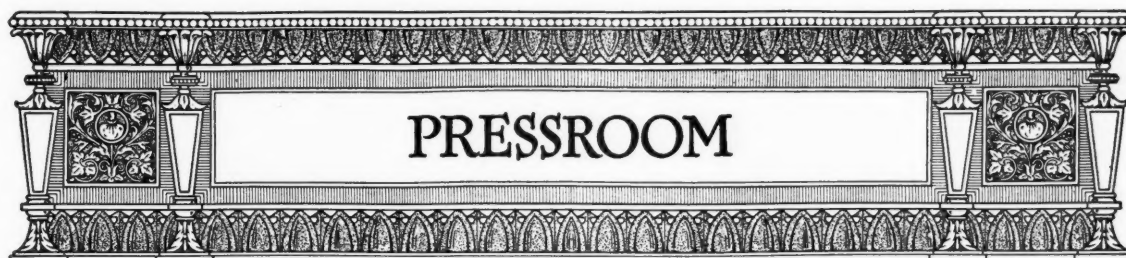
This ink will not corrode the metal or affect the rollers; it has practically no odor if the first solvent is used, is entirely waterproof, and as the material has a celluloid binder instead of linseed oil varnish, each impression becomes an integral part of the celluloid sheet printed on.

The solvents, colors and mortar can be bought in most chemical supply houses. The new celluloid clippings can be secured in any automobile top repair shop where this waste accumulates, and can be bought at a reasonable price, generally from 10 to 25 cents a pound.

When the work is completed the type, press and rollers can be cleaned with wood alcohol, which is a satisfactory solvent for cleaning purposes only.

IT PROBABLY WAS.

A comma often makes a lot of difference in a line; so does the spacing. A poetess wrote: "My soul is a lighthouse-keeper." The printer made it read: "My soul is a light house-keeper."—*Boston Transcript*.



The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science. Replies to inquiries will be made by mail only when accompanied by stamped self addressed envelope.

Excellent Color Printing From Australia.

J. V. Price, of *The Weekly Times*, Melbourne, Australia, sends a sheet of color patches showing the distinguishing badges of the Australia Imperial Force. There are 250 color patches showing various designs and color arrangements. The predominant colors appear to be red, blue and purple. The register of the colors and the brightness of the latter make the sheet a pleasure to look at from a pressman's viewpoint.

Changing From Light Forms to Heavy.

A country printer in a Southern State writes to the effect that in changing his platen to print two pages of brief at one time he must increase the impression considerably by the two upper screws. When the heavy brief forms are finished he finds it difficult to again get the impression even, and he desires to know how he can secure an exact even impression after making such a change.

Answer.—To reset your impression, lock up a large capital M or W about an inch from each corner of your chase. Place about six sheets of tympan with one pressboard under them. Arrange the impression screws so that you will have a sharp and uniform print from each of the four letters you have locked up. When you find it necessary to change the impression you can readjust it in this manner. We believe that one sheet of pressboard should be used in preference to the four sheets of bristol. When the form is ready to run, shift the pressboard up next to the top sheet.

Tympan Slips From Clamps on Cylinder.

A Kentucky publisher writes: "We have a ——— newspaper press and have been having trouble with the tympan slipping away near the feeding side. The slipping begins at the first impression and continues, and before 150 papers are printed we have to place it back in position again."

Answer.—It is quite possible that you are carrying too much packing, or the cylinder is riding the form instead of the bearers. When the news form is on the press, place a narrow strip of thin paper on each bed bearer and turn press to take impression. When in this position see if the strip can be drawn out. If so, it may indicate that the cylinder has to be pulled down. To do this you may remove the form and the bed bearers, and turn press to bring cylinder down to printing position. Secure two large metal types and place on the bed beneath the cylinder bearers. Adjust both sides down low enough that the metal letters will have to be forced through beneath the cylinder bearers. When this is done the press may be returned to proper position and the bearers may be applied. Test the tympan by laying a straightedge or a piece of column rule over the tympan and cylinder bearers. The tympan should not extend above the cylinder bearers more than one thickness of top sheet manila. Place on the forms when the tympan has been brought to its proper height. Pull impression and examine print. If fully legible, nothing further need be done, but test the bed bearer contact as before with

narrow strips of thin paper. If the paper can be drawn out the cylinder should again be brought down. When properly dressed with tympan and set low enough, the tympan should not draw out during printing operations.

Printing a Wax Plate Form Without Slurring.

A pressman submits an impression of a wax plate which shows a slurring when printed on a platen press. It appears that he has exhausted every effort to correct the trouble, but has not had satisfactory results.

Answer.—This work can be printed without the slurring by the use of bits of cork attached to twine, which will be stretched taut between two grippers. First, prepare a tympan of three sheets of hard, smooth manila. Use a sheet of pressboard or a piece of sheet brass beneath these sheets. Make the form ready and attach the markout sheet on the last of the three sheets. When the form is ready to run, place the pressboard or brass sheet just beneath the top sheet, and you may then find it necessary to add one or more thin sheets under all to give the necessary impression. If the slurring is still present you may then use the string and cork. Stretch two strands of string through the middle of the form between the blanks, cut pieces of cork, which should be at least one-quarter of an inch thick and sufficiently small to enter between the rules. These pieces of cork will be compressed during the impression, causing the sheet to lie flat and thereby avoiding the double print or slurring. This may also be done near the outer edge, where the slurring is so pronounced. Use larger corks where space allows. In forms having but small margins or no place where cork can enter, allow the cork to impinge on the tympan close to area where the slurring occurs.

Lowering the Feeder Side of Cylinder.

A Southern pressroom superintendent writes: "Kindly advise if the following procedure is correct in lowering the feeder side of a ——— two revolution press: Release trip; move press until cylinder is down; lower jack; loosen block holding cylinder tension springs; lower cylinder by turning block on center rod below rocker; tighten blocks holding cylinder tension springs; place a strip of paper on jack, and turn up until it touches the block; tighten set screw holding jack; turn press by hand to verify change. Is this a job for a machinist or a pressman?"

Answer.—Doubtless the procedure you outline will cover all the steps necessary to bring down the cylinder. We would suggest, however, that while the cylinder may be down during the operation, you do not have the press advanced quite so far as the impression. After the change has been made, place a narrow strip of thin paper on each bed bearer (with a heavy form on bed), turn cylinder around to impression position, and when in the middle of the form draw strips of paper to see if the cylinder bearers are firm enough against bed bearers to hold the strips. This is the condition that should be present. A press machinist, if available, would be better able to do this work correctly

INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

GREAT BRITAIN.

THE Printers' Sanatorium at Market Bosworth, Leicestershire, was opened in May.

SOME seventy-six English newspapers and periodicals have increased their prices since the beginning of the year.

DURING January and February, England imported from Germany 691 hundredweight of paper, valued at £2,898.

AT one of Sotheby's recent sales a copy of the "Mirror of the World," printed by Caxton in 1481, was sold for £890.

OWING to the excessive cost of printing, the Fulham Borough Council is having its reports and agenda typewritten and duplicated, instead of having them printed.

THE paper, printing, stationery and publishing trades section of the British Industries Fair is reported as being the most completely representative display of this exposition.

THE associated typefounders have made another increase in the price of type, borders, ornaments and spacing material, to the extent of fifteen per cent, in the shape of a surcharge.

THE department of engravings, illustration and design of the Victoria and Albert Museum (London) has during the past year received some important bequests and gifts. Sir Frank Short has presented one hundred and sixty of his mezzotints, aquatints and etchings, in memory of his son, Captain Leslie Short, who died in service, June 3, 1916. This gift, in addition to prints already in the museum, makes its collection of Short's works perhaps the largest and most complete in existence.

THE London Society of Compositors' new scale for newspapers shows some notable increases in wages. For hand composition on morning papers the price per thousand for seven point is 1s. 5d., with higher rates for smaller sizes. For evening papers the price is one halfpenny less. For linotype composition the rate is 7d. and 6¼d. per thousand, respectively, for morning and afternoon papers, with certain extras for all types above eight point and for all sizes set to less than twenty-one ems of their own bodies. The minimum rate for stab hands is now £8 and £7 15s., respectively, for morning and evening papers. The hours for morning papers have been fixed at seven hours a night for eleven nights a fortnight, and the maximum hours for evening papers are forty-two and one-half a week.

GERMANY.

A MONTHLY magazine under the title of *Transatlantic Trade* is being published in the English language by the American Association of Commerce and Trade, at Berlin, in the interest of American manufacturers, importers and exporters. The second number, well edited and fairly well printed, has reached our hands.

BEFORE 1915 the price per kilogram of news print was about twenty pfennigs; at the end of February, 1920, it was 2.24 marks (over eleven times the former price). Since then the price has reached 2.85 marks, but it has come down to 2.60 marks. To help out the newspapers the Government is paying the paper mills a certain part of the price.

THE Berlin postoffice has made an appeal to the Chamber of Commerce to advise the commercial world not to have business addresses and advertisements printed on the upper part of envelopes, where these are generally defaced by the stamp cancelling machines. It is suggested that the printing appear either on the back or the lower left corner of envelopes. Good advice as well for American business concerns.

DUE to recent raises in wages and other costs, the German master printers' association has again advanced the prices of printing, which are now reckoned at the following percentages

of prewar quotations: 705 per cent for books, periodicals and newspapers; 740 per cent for catalogues, price lists, etc.; 775 per cent for jobwork, and 810 per cent for art and special quality printing.

FRANCE.

THE Paris correspondent of the London *Times* draws attention to the development of the American stationery trade in France.

THE strike of the journeymen printers of Paris, which started in March, is at last account still not settled. It prevents the publication of a number of the smaller periodicals.

THE *Bulletin Officiel* of the Master Printers' Federation in a late issue presented the pictures (in platinogravure) of six members of the Chamber of Deputies who are connected with the printing and publishing trades.

AUSTRALIA.

A VERY serious loss of paper occurred at Port Adelaide, in the burning of a storage house. Between two and three thousand reels of paper, belonging to the *Advertiser*, which had just been unloaded from ships, were destroyed.

THE Sydney *Daily Telegraph* recently used the aeroplane for forwarding an issue to distant points. Delivery was made in Bathurst six and one-fourth hours ahead of the quickest railway service, arriving at 6:15 a. m. Condobolin, 338 miles away, was served with copies of the *Telegraph* at 11:20 a. m.

INDIA.

THE *Pioneer*, the Anglo-Indian newspaper of Allahabad, for the first time in its history has encountered the effects of a strike. The paper could not be published for several days.

As elsewhere, the printing industry is hampered by the scarcity of paper. Printing machinery is also scarce and the demand is greater than the available supply. Paper prices are going up. Cream laid foolscap papers of any standard weights are not obtainable.

ITALY.

THE Military Geographic Institute at Florence has started the publication of *L'Universo*, a pretentious magazine patterned after the great *Geographic Magazine* of the United States. The initial number has reached our desk, and if the pace set by it is continued it will be a very valuable addition to scientific literature.

PALESTINE.

THE first daily printed in the English language in Jerusalem is called the *Jerusalem News*. It is run by Americans. At present its size is small — only a single sheet.

BELGIUM.

TAKING effect April 1, many Belgian newspapers raised their prices from 10 to 15 centimes (from 2 to 3 cents). Advertising rates have also been increased.

IN GENERAL.

THE ink plant of New Granada is a curiosity. The juice of this plant can be used as ink without any preparation. At first the writing appears red, but after a few hours it turns to a deep black.

PAPER of good quality has been so scarce on the Continent that printers of new issues of postage stamps have had great difficulty in getting supplies. Some have printed stamps on the back of German war maps, with the result that collectors have become "jig-saw" experts through the experience gained in reassembling stamps according to the maps on which they were printed. Other stamps were printed on cigarette paper and some on the sort of paper that was used for bread tickets. The most recent makeshift comes from Lettland, where ruble stamps have been printed on the back of Bolshevik bank notes which were never issued.



BY E. M. KEATING.

The experiences of composing machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of obtaining results. Replies to inquiries will be made by mail when accompanied by return postage.

Damaged Matrices Cause Trouble.

An Oklahoma operator sends matrices with damaged walls and asks why metal enters between matrices when a line is not too loose.

Answer.— Aside from the bruised walls we note that the back lower lugs have been pounded and spread upward a trifle; one measured .001 inch and the other .006 inch greater than normal. Matrices so bruised will justify with difficulty, owing to friction of bruised lug with under side of the rib of the mold keeper. A line having a few matrices so bruised would cast without having been justified tight enough, and as a result metal doubtless would enter between the walls of adjoining characters. It is not advisable to pound the lower lugs of matrices so as to spread the lug either up or down. From the appearance of the matrices we can give no other reason for the troubles.

Splashes Behind Mold Disk Are Not Understood.

A Missouri publisher operating his own machine describes trouble resulting from back splashes and asks for suggestions toward a remedy.

Answer.— If a splash occurs behind the mold disk when the face of the slugs appears cold, it usually indicates that metal has accumulated on the front of the mouthpiece, which prevents a proper lockup between mouthpiece and mold. In such a case a slight increase of mouthpiece heat would prevent the accumulation of metal. If splashes occur when the metal appears to be of correct temperature, you may determine the cause by a mouthpiece lockup test. Proceed as follows: (1) Remove back mold wiper, and scrape back of mold with a piece of brass if any metal is found adhering. (2) Place a thin even coating of red ink on back of mold from end to end, and after mouthpiece is wiped clean allow cams to make one revolution. The resulting test which will show on mouthpiece will indicate the state of lockup of mouthpiece. If it is not uniform it may require the readjustment of the pot legs, or the mouthpiece may need to be dressed up with a file.

Noise of Break Away Causes Alarm.

A Mississippi publisher and his machinist-operator had a controversy regarding a noise produced by machine just as the pot breaks away from the mold disk. A few slugs and a damaged matrix accompanied the letter in which mention was made of damaged matrix teeth. Following is our reply:

Your machinist-operator gives the right solution for your trouble, if you can call the noise a trouble. The pot hangs on the jets just when it should recede. This is not a serious matter, and may be corrected by carrying a trifle more heat on mouthpiece, or by increasing the general temperature of the metal. The so called trouble is due to the extreme solidity of the slug and jet, and, owing to the fact that there are double the number of jets there is a stronger unit holding pot and mold disk together. We suggest that you carry the temperature

up to at least 550° on the 8 point, and note the effect on the break away. No need of changing any adjustments but those relating to the temperature of metal. The damage to the teeth of the matrix appears to be to the three upper front ones. Examine the corresponding rails on the second elevator bar and those of the distributor box bar. You may find bruises, which must be removed with a fine file. We are unable to state how the bar may have been damaged. Place matrix over face of mold, and note where bruised part of matrix has contact.

Lateral Movement of Right Vise Jaw Causes Defect of Slug.

A Washington operator sends slug having but a few characters thereon. The last character shows an upward bruise, which seemingly indicates that the harm was done just as the slug was withdrawn from seat of matrix.

Answer.— We believe this trouble is due to a shifting laterally of the matrix line just as the slug is being withdrawn. We suggest that you try a similar line and hold it in the elevator jaws by recasting in the auxiliary position. When one slug is made, make an examination of the face with a magnifying glass if possible, as it reveals the bruises more fully. Before a second slug is cast, drive the left upper elevator gib closer to the elevator in order that it will prevent too much side play. After this is done try another cast, and examine face of slug to see if any improvement is noted. If no change is observed, try another slug with the vise-closing lever link disconnected from the lever, as this may also have a bearing on the trouble.

Avoid Extremes.

A Nebraska operator writes in part as follows: "I should like to have your opinion on the following problem. Operators are continually urged to fill out the lines as much as possible, stopping, of course, short of tight lines. While we appreciate the reason for this and follow the advice when setting nonpareil or brevier matter, it seems to me that such instruction conflicts with good typography when followed in 10, 12 or 14 point type, which certainly ought to be spaced more widely than 8 point. Similarly with leaded matter as compared with solid type, or lines of caps compared with lower case. When using 14 point, I generally add a thin space to the spaceband, but this doesn't go in 10 point or 11 point, as the space between words is too wide then. Now, the question is whether we should do as we are urged, or pay a little regard to spacing in proportion to the size of the type; or is there a way to satisfy the requirements of both?"

We should like to have an expression of opinion as regards this problem. Of course, all operators know that the aim of the instructions is to avoid unsightly wide spacing in narrow measure and to avoid the risk of damage to walls of matrices by loose lines, hence the instructions to get every syllable possible in the line.

JOHN SMITH'S BOOKKEEPING.*

NO. 6.—BY R. T. PORTE.

Synopsis of preceding stories.—Upon having purchased a half interest in the *Bladon Banner*, and assumed the business management, as well as doing the mechanical work, John Smith rearranges the plant for greater efficiency, introduces a system for keeping track of advertisements, starts the use of job tickets, and installs a simplified bookkeeping system. Jefferson Bell, the editor, does not oppose these innovations, and gradually becomes more and more interested in the "new fangled" way of doing things. Mamie helps to keep the books, sets type, and does other important work in the office. The bank cashier gives his advice on bookkeeping methods, and helps from time to time.

Credit.



ASK the average small printer or the country newspaper publisher who represents "capital" to him, or perhaps the two concerns that give him the most worry, and he will promptly name the bank and the wholesale paper house. Most printers are in debt to either of these, or to both. The paying of the help each week and keeping the bank account in the clear, and paying the paper house or supply house each month, are the big business events with which they have to contend.

The banker — at least we may have the supposition — does not look with much favor upon the average printer's account. So far as the writer is concerned, he knows that the bankers never invited his account; in fact, they called him to account many times over the account being in red.

The paper houses and typefoundries all had a habit of sending statements each month, and also gentle reminders time and time again that certain payments would be appreciated. The gentle art of writing a good stand-off letter had to be highly developed — and I will gamble almost anything that printers have it learned better than any other class. The art of totally ignoring requests for payment, of knowing which letters are advertisements, which are requests for money, and which contain money, also had to be developed. It is a sad, sad world when other people so persist in wanting money in a big hurry, and then refuse to ship more goods unless the money for the goods you have used is paid. No other grief can quite compare, and I know all about it. I have sometimes thought that the printers and publishers who were C. O. D. customers were almost to be envied. They might have trouble in digging up the money to pay the drafts or the expressman, but they did not receive requests to remit — to put it gently — nor have worries over the 10th of the month coming around, and having to hustle money to pay all those confounded accounts.

Jefferson Bell had been one of those printers who paid only when they got the goods. In times past he had been quite careless in sending money to pay for goods he had ordered. Checks he had sent to pay accounts, with all good intentions on his part, had been sent back by the unfeeling bank marked "insf" — which means "insufficient funds." Once or twice he had to dig up \$3.75 extra, when the bank had deliberately protested checks and sent them back to the ready print house. This caused a severance of diplomatic relations between Jefferson Bell, the cashier of the bank, and the ready print house. It was the straw that set the whole business world of Jefferson Bell on fire, and when the flames following the explosion had cooled down, the bank no longer carried the name of the *Bladon Banner* on its books, and the ready prints came C. O. D. each week. That was several years ago, and up to the time that John Smith purchased a half interest in the *Banner*, thus avoiding a great distress that was impending, there was no bank account, and goods continued to come into the office bearing the C. O. D. stamp.

*NOTE.—This is the sixth of a series of twelve stories about John Smith, printer and publisher, and his methods of keeping accounts. Copyright, 1920, by R. T. Porte.

The first week after John Smith entered the doorway of the *Banner* office, some few years before our story commenced, he entered the door of the Citizens State Bank of Bladon, and made a deposit. The cashier looked at him in curiosity, but took the money, made out a pass book, took John's signature, and handed him a check book. He did not do this with any degree of pleasure, however, but rather with the feeling that here was more trouble and that another account had been entered which would have to be watched very closely for overdrafts. Imagine his surprise when he found that the pass book was balanced each month, that the account was growing a little, and that the total deposits were always larger than the amount of checks drawn.

The amount soon reached a fairly good size, and then when the cashier had a chance to make a real estate turn, but lacked enough of his own money, he thought of John Smith and talked the matter over with him, with the result that the account grew a little larger. Several times this sort of thing was enacted — and once with a loss. But John never grumbled, and the cashier's confidence in him increased. A big deal came up, and the cashier wanted John to quit the printing business and enter into it. John refused, much to the cashier's surprise.

"I'm with you in anything worth while," John had explained, "but I can't leave the old print shop. I am like thousands of others — just printers. We love the business, there is something in the smell of printer's ink, the feel of the type, and the jangle of the presses that has become a great part of us — and that's what makes us just printers."

Had Jefferson Bell as much as imagined what was going on, he would have certainly been a much more surprised man. Up to the time of John's becoming a partner, he had looked upon him as merely a typesetter, and nothing more. Of John's past history before coming to Bladon he knew nothing, and took him as just one of the wandering printers intent upon getting a job, who would in a few months leave for other fields.

It is not surprising, in the light of what has been written of John Smith, that having no bank account and the ready-prints and paper coming C. O. D. was not to his liking. Every other merchant in Bladon, with possibly only one exception, received goods without paying for them in advance. They all had bank accounts, and John also knew that some of them carried good healthy balances. That the *Banner* was not among the number hurt him, and he determined that it must soon be remedied.

Jefferson Bell paid little attention to what was going on in the back room except on days when the paper went to press and it became necessary to help get the paper out. He had found John fully capable of taking care of that end of the business, and as the duties of editorship rested heavily on him, Bell was very content to forget the mechanical end of the business. Very rarely did he go down to the office after supper. He had a fairly good library, and took some exchanges home with him, thus managing to find plenty to do at home to keep him busy. Also, the principal of the schools and the two or three ministers of the town found an agreeable place to meet and talk at his home — and Mrs. Bell had a very excellent habit of serving delicious coffee and lemon pie along about 9:30, just before they had to go home. Much has been written about the village grocery as the center of gossip and politics — but some day some one will write and give to the world the credit due the home of the country editor, to the men who have gathered there to discuss world and national events, and to the editor's wife for providing such a delightful place to gather in.

On a few occasions Bell would wander down the street in the evening, and at such times would enter the printing office, and perhaps sit in his chair, smoke a cigar, and think of some of the things he wrote for the paper. He did not know why he went out that November evening, but it just seemed like fate. Anyway, he wandered down the street, unlocked the door of

the office, and entered. He started to light a cigar, but finding he did not have any matches he went out to where Smith kept a supply. On his way back to the front office he happened to notice some work neatly piled up on one of the tables, and, curiosity getting the better of him, he picked up one of the sheets.

Surprise would be a mild term to use in recording what happened to Bell right at that moment! The job was evidently for the Citizens State Bank, and was in the nature of a check, but up in the corner was this card: "The Bladon Banner, Bell & Smith, Props. Job printing neatly executed. The Banner — Essex County's leading paper." There was but one meaning to all this — Smith was going to start a bank account!

Bell was a good sleeper, but for the first time in many years Mrs. Bell noted that he rolled and tossed and seemed to sleep

Could anything be more distressing? The discovery of the bank checks, and now Smith had gone to Columbus. It seemed that the day would never end. Mrs. Bell was certainly worried by the next morning, but to her questions Bell would give no definite replies, and being a wise wife of a country editor, she held her peace, knowing full well that the steam would escape in time and she would know all.

When Bell arrived at the office the next morning Smith was whistling his usual air just as though nothing in the world had happened, and he was at peace with everybody, and the world was all right. Bell sat down to his desk, and saw in front of him the checks he had previously discovered, but instead of being loose they were neatly bound.

"Mr. Smith, may I have a moment of your time?" Bell inquired in a tone of voice only heard on rare occasions.

DATE		ACCOUNTS		CR.	CASH		BANK		ACCTS. PAYABLE	
19..	LL	NO.	FOR		DR.	CR.	DR.	CR.	DR.	CR.
			BROUGHT FORWARD	920	6135	5731				
51	8		Poplar St. Bk. On Acct.	2745	2745					
52			Citizens St. Bank " "	785	785					
53	9		Ohio Real Estate Co. " "	1925	1925					
54			O. A. Michaels " "	600						
55	10		Farmers Home Co. " "	1275	1275					
56	12		Deposit			7736	7736			
57	13	1	Jefferson Bell Salary					1800		
58		2	John Smith " "					1750		
59		3	Mamie Brown " "					600		
60	15		Ladies Aid Society On Acct.	125	125					
61			Maria & Son " "	764	764					
62			Deposit			889	889			
63	17		Central Paper Co. Inv. Nov. 15							3765
64	18		Western Press Ass'n Ready Prints							578
65		4	American Exp. Co. Express					110		
66			Robinson & Robinson "Sigsbee"	3800	3800					
67			The Essex County On Acct.	4400	4400					
68			Deposit			10200	10200			
69		5	John Clark Wagonage & Frt.			385				
70	19	6	Central Paper Co. In full - see Wkst.					3689	3765	
71		7	Citizens State Bank Rent					1000		
72		8	Ohio Electric Co. Power					340		
73		9	Farmers Home Co. Gas & Oil					130		
74	20		The Toggery On Acct.	740	740					
75			Walter Fisher " "	200	200					
			TOTALS	20279	25494	34941	18825	9419	3765	4343

Page of Combination Cash Journal, with Addition of Columns for Bank and Accounts Payable.

but little that night, and the next morning started out to the shop more quickly than usual, seemingly in a determined frame of mind. Mrs. Bell was slightly worried, but felt that it might be only some little thing that had gone wrong at the office, or something connected with county politics that was disturbing the otherwise imperturbable serenity of Bell.

Upon reaching the office Bell at once went to the back part of the shop, but Smith was not there. Bell then went to his desk, grabbed an exchange and looked at it. He watched the door with a corner of one eye, and several times looked at his watch. To add to all his other worries, Smith was late! Not in all the years Smith had been in his employ had he ever failed to come to work on time. In fact, Bell did not know just when Smith really started to work in the morning, as he was always on the job when Bell came down, early or late. But this morning, of all mornings, Smith was late! Nine o'clock came, then nine thirty, then ten, and no Smith. Bell's seeming agitation drew Mamie's attention to him.

"Oh, Mr. Bell," Mamie said, "I forgot to tell you that Mr. Smith went to Columbus last night. He told me to tell you the first thing this morning, and here I forgot."

"Humph," Bell grunted, "what's the occasion?"

"I don't know," Mamie replied, "but he told me to tell you he would be back tomorrow."

The whistling ceased, for when Bell spoke in that way and in the tone of voice he was using, Smith knew that there was trouble brewing. But, this time Smith's face wore a smile.

"Certainly," he said as he came over, and without waiting for Bell to say anything, added, "I guess you want to see me about those checks. Well, I am now ready to tell you why, and a few other things, if you want to hear them."

"I most certainly do," Bell replied.

The substance of what Smith said was to the effect that he believed in credit. The Banner gave credit, and was entitled to credit. The basis of all credit was faith and honest business methods, and the first faith of right business must be put in some institution where money might be left until needed. That institution must be conducted on the faith that those who left their money on deposit would not abuse the privilege or draw more money than was on deposit. The leaving of a balance always on hand made it possible for them to have a surplus, and this they could loan out on faith to whoever might need the temporary accommodation, and would return the money in due time and be glad to pay for the use of it. Therefore he believed in every business concern having a bank account and never abusing the faith of the banker.

He further believed that as they sold goods to be paid for in the near future, the firm of Bell & Smith was entitled to the

same consideration, and his little trip to Columbus was for the purpose of putting the matter right up to the ready print concern and to the wholesale paper company, and instead of having their goods come C. O. D., to have them come on regular dating, and with the usual discount privileges. It had been no easy task to get these firms to see the light, but finally they had consented and arrangements were made whereby the ready prints would be sent for thirty days on regular terms, and the paper house would give up to \$50 credit, but all bills must be paid promptly.

Smith then went over to Mamie's desk, and brought the book which Bell had examined on previous occasions. A new page had been started, and under the headings of "Cash," "Bank," and "Accts. Payable," there were a number of entries.

"We have been debiting 'Cash' with the amounts received, and crediting it with cash paid out. We have now come to the point where we can use a 'Bank' column, and when a deposit is made we will credit 'Cash' and debit 'Bank.' Notice on line 56 that 'Cash' has been credited with \$77.36, and 'Bank' debited with that amount. Now we are ready to use checks to pay ourselves and our bills, and the rest of the entries are for checks, which you and I will have to sign, and then the records made here will be complete.

"The debit side of the 'Bank' column will show the deposits and the credit side will show the checks. The difference between these will show the amount of money in the bank. There is no need of overdrawing, as we will always know how much money we have in the bank. I will not sign a check unless we have the money on hand.

"The 'Accts. Payable' column is to keep track of our purchases, and the book shows on line 63 that we have bought some paper from the Central Paper Company, and 'Accts. Payable' has been credited with the amount. On line 70 a check is recorded, showing the amount to be less than the bill, as we have taken the cash discount. The full amount of the bills or invoice is debited to 'Accts. Payable,' and by carrying out such transactions for a month we will know exactly how much we have bought, how much we have paid for, and how much money we have in the bank.

"Instead of guessing at what we are doing, this will tell just what we are doing. And that is something I believe in. What do you think of it?"

"In consideration of the possible feelings of Mamie, I will not express my feelings," Bell blurted out, "but may I inquire how much more dampfool bookkeeping and other stunts you are going to pull off?"

"Just as many more as will put this place on a right business basis and make us able to answer intelligently questions asked by those from whom we buy, get us rated in Dun's, Bradstreet's, and another book they call Typo or something, and enable us to know whether we really are making any money or not."

"Perhaps," Bell sarcastically said, "you will also have time for other work besides this!"

"Mr. Bell," Smith said with determination, "you have not been asked to do one thing more than before, and you get your salary every week. You will not be asked to do any of this work, which really amounts to but a few minutes each day. The only thing you will probably be asked to do is to share some of the profits that will come from this concern, because I am out to make some money. Otherwise you need not trouble yourself."

Could it be possible John Smith meant it? Could it be possible John Smith was really angry?

Mamie industriously set type, while Bell gaped at Smith with astonishment and did not recover himself until Smith had gone back to one of the job presses and begun to wash the ink plate.

Bell turned and looked at Mamie and Mamie looked at him, then grabbing his pen he began to write an editorial. And thus ended the first *near* quarrel in the firm of Bell & Smith.

SOMETHING NEW IN ADVERTISING CONTESTS.

A piece of newspaper advertising a little out of the ordinary has appeared once each week for some time in a certain daily.

The whole, comprising about a third of a page and enclosed with a border, contains the smaller individual advertisements of twenty-five different merchants. The advertisements are to run in this way until they have appeared together for twenty-six weeks. A contest rather unique in form is a part of the plan of the grouped advertisements. Displayed in the center of the collection are the rules of the contest, and a blank coupon to be filled in by the entrant. The explanation reads in this fashion: "Color the outlined advertisements which represent trade mark articles or packages. Use water colors or crayons, but you must color each advertisement. The prize winners in any week will not be permitted to compete for thirty days. Fill out the coupon in full; mail or bring this page to the contest manager. Answers must be at the office by 6:00 P. M., Thursday, each week. Six dollars in prizes will be awarded each Saturday."

The prizes given each week — three in number — for the most part are articles of merchandise purchased from some of the twenty-five advertisers represented. Each week's prizes are enumerated in the center of the group at each appearance of the collection of advertisements, together with the names and addresses of those receiving awards the preceding week.

Quite a bit of interest has been displayed in the contest. And the repetition of the twenty-five advertisements week after week for twenty-six weeks is sure to place the names of the advertisers firmly in the minds of a great many readers of the paper.—Contributed by John E. Allen.

A PUZZLE FOR PRINTERS.

As a relaxation from their work and to give their wits a chance at play, the following "magic square" puzzle is offered:

225 E	226 I	227 S	228 I	229 N	230 G
231 U	232 R	233 H	234 T	235 W	236 L
237 B	238 O	239 E	240 O	241 P	242 E
243 T	244 L	245 D	246 R	247 G	248 I
249 N	250 R	251 F	252 T	253 I	254 B
255 E	256 T	257 Y	258 N	259 E	260 B

The idea is to rearrange these squares of figures and their accompanying letters so that —

- 1.— Crosswise, downward and diagonally from opposite corners the rows of figures will each total 1,455;
- 2.— The letters, read from left to right, will form a sentence mentioning a notable typographic event of the year 1455.

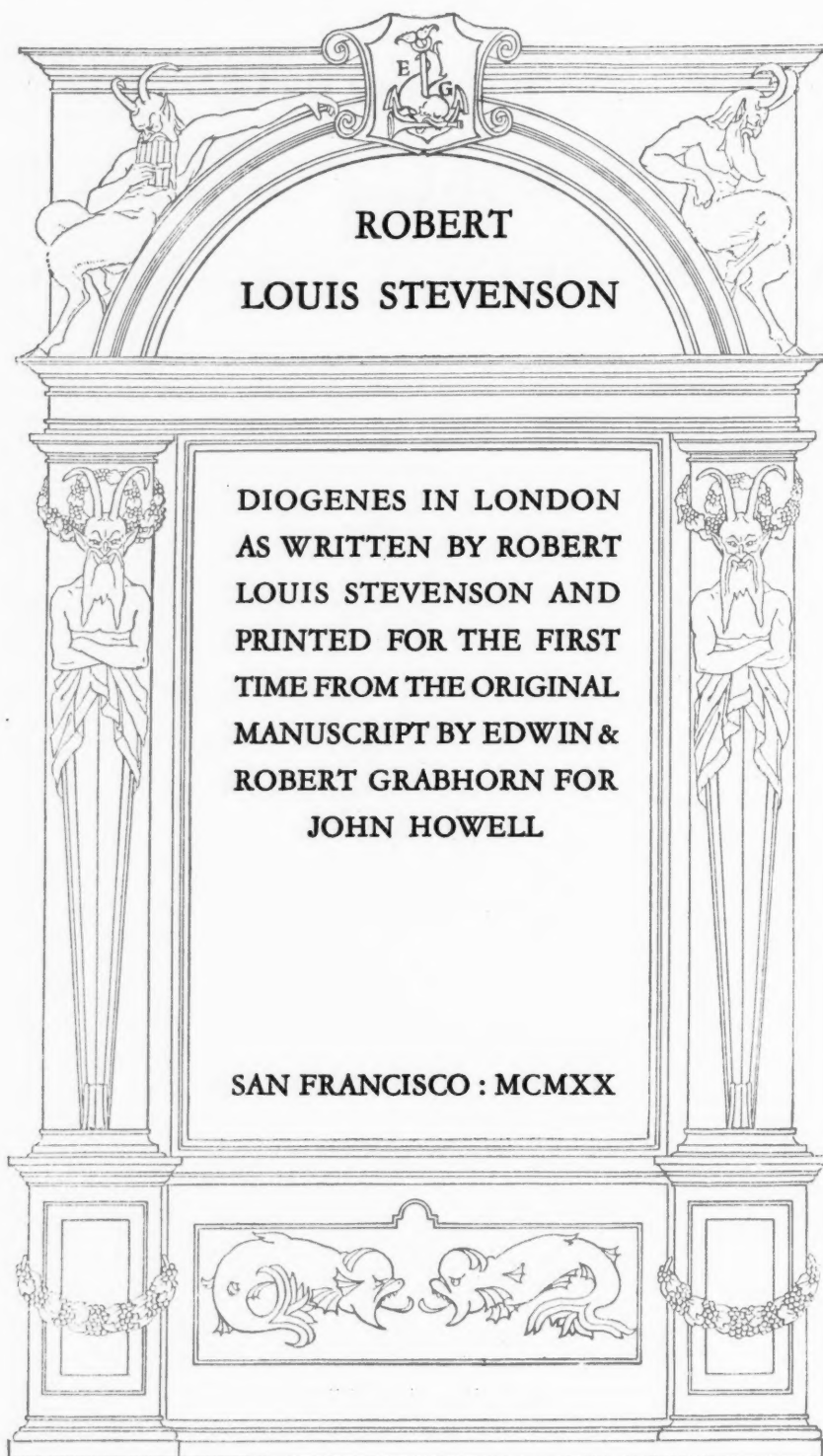
The solution will be published in the issue for August.

Credit for this puzzle is due to Carl Deubel, a contributor to the *Deutscher Buch-und Steindruckerei*, Berlin. However, an English sentence has been substituted for the original German one.—Contributed by N. J. Werner.

REPRESENTATIVE WORK OF
EDWIN & ROBERT GRABHORN
SAN FRANCISCO · CALIFORNIA



CHICAGO · THE INLAND PRINTER
JUNE · MCMXX



ROBERT
LOUIS STEVENSON

DIOGENES IN LONDON
AS WRITTEN BY ROBERT
LOUIS STEVENSON AND
PRINTED FOR THE FIRST
TIME FROM THE ORIGINAL
MANUSCRIPT BY EDWIN &
ROBERT GRABHORN FOR
JOHN HOWELL

SAN FRANCISCO : MCMXX

A DEFENSE OF THE DILETTANTE: AN ARGUMENT
BY GEORGE CHAMBERS CALVERT.



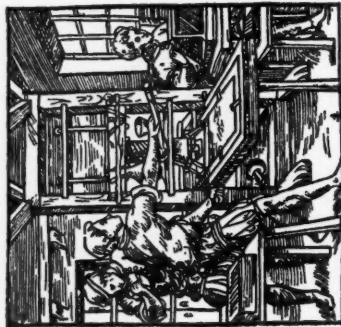
HERE is no doubt that the dilettante needs a champion. He is in bad odor with both the artist and the business man. To the one he is a mere dabbler, a tyro, an 'amateur' with every scornful implication of the word. To the other he is an irrational person who neglects the serious concerns of life — the pursuit of money or professional celebrity — to follow a foolish enthusiasm for beauty. In the thought of the many he has fallen into bad company and is associated in a common opprobrium with the jack-of-all-trades. Verily the dilettante is in a bad case.

And has he any defense — this impertinent fellow who pretends to judge a picture and, in the more advanced stages, probably 'sketches a little himself'; who criticises Paderewski's interpretation and, it may be, 'plays a little for his own amusement'; who talks glibly about lines and values and composition and protests he is so sensitive to color that the sight of a magenta dress makes him ill; who shudders at a discord and seems possessed of a mania for collecting preposterous Japanese prints and old rugs that the Persians are glad to sell to the rag-man — is it possible to find an excuse for him?

The prophet of the political campaign is wont to claim for his favored candidate a landslide in every doubtful state and is jubilant if he wins by a scratch. The professional advocate claims for his client spotless innocence and is rejoiced if he succeeds in raising in the minds of the jury a more or less reasonable doubt of

The · Printing · Press

A little publication
issued occasionally to lovers of
Good Printing



San Francisco : Edwin & Robert Grabhorn
February 20, 1920



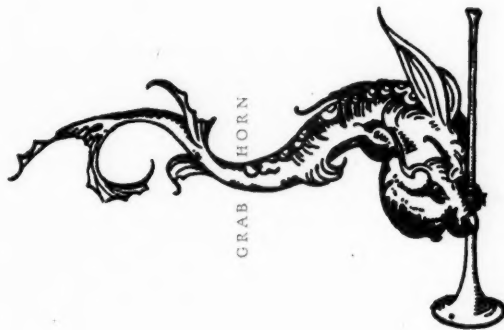
THE SUPREME IMPORTANCE
OF THE PRINTING PRESS IS TO BE
RECOGNIZED IN THE ENORMOUS
PART WHICH IT PLAYED IN THE
DISSEMINATION OF FACTS & IDEAS.
THE SHOP OF THE MASTER PRINTER
WAS, AS IT WERE, THE MODEST FOUNTAIN-HEAD OF MIGHTY STREAMS
WHICH, FLOWING OUT PERPETUALLY,
CARRIED WITH THEM FAR AND
WIDE THE WISDOM OF THE PAST &
THE BOLDEST SPECULATIONS OF
THE PRESENT



William Henry Hudson in the
Story of the Renaissance

THE PRINTING PRESS

MARCH 20, 1920



ALDUS MANUTIUS: FROM THE STORY OF
THE RENAISSANCE BY WILLIAM
HENRY HUDSON

THE STORY of the early printers of Italy makes an interesting chapter in the annals of humanism. Though I cannot take the space to retell it here, something must be said about the most famous of all the great Italian printing houses — the Aldine establishment at Venice. ¶ Its founder was Teobaldo Manucci, who, after the fashion of the time, Latinized his name into Aldus Manutius, whence he is now generally known as Aldo Manuzio. Born in 1450, he devoted himself in early life to Latin and Greek studies, and was for a time tutor in the family of the Prince of Carpi. One of his pupils, Alberto Pio, provided him with the means of executing the great plan which he presently formed: that of printing the whole of Greek literature. A few Greek books had already appeared from Italian presses, but nothing comparable with Aldo's gigantic project had yet been dreamed of. He settled in Venice in 1490, and was soon busy with the organization of his establishment, which was something more than a printing office, for his Greek types were


THE IDEAL BOOK, WE SHOULD UNDERSTAND, is a book not limited by commercial exigencies of price: we can do what we like with it, according to what its nature, as a book, demands of art. But we may conclude, I think, that its matter will limit us somewhat; a work on differential calculus, a medical work, a dictionary, a collection of a statesman's speeches, or a treatise on manures, such books, though they might be handsomely printed, would scarcely receive ornament with the same exuberance as a volume of lyrical poems, or a standard classic, or such like. A work of Art, I think, bears less of ornament than any other kind of book; again, a book that must have illustrations, more or less utilitarian, should, I think, have no actual ornament at all, because the ornament and the illustration must almost certainly fight. ¶ Still whatever the subject matter of the book may be, and how ever bare it may be of decoration, it can still be a work of art, if the type be good and attention be paid to its general arrangement. All here present, I should suppose, will agree in thinking an opening of Schoeffer's 1462 Bible beautiful, even when it has neither been illuminated nor rubricated; the same may be said of Schussler,

I

THE VERSE & DRAWINGS OF J. REYNOLDS



San Francisco
Edwin & Robert Grabhorn
1920



JOB COMPOSITION

BY J. L. FRAZIER.

In this department the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and the examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles — the basis of all art expression.

By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws. Replies can not be made by mail.

XV — THE USE OF ORNAMENT.*



SOBTLESS one of the most difficult questions which confront the compositor or other designer of type display is the use of ornamentation. When to use decoration, what kind to use, and to what extent it may be employed, are variations of this question that come up for consideration with almost every piece of type composition. In the final analysis, type display is good or bad in proportion as it affects the

human mind; in fact, the entire object of its use is to influence or interest that mind. Every device by which the mind may be influenced must be taken advantage of if the maximum of effectiveness in type display is to result.

We can not deny the effect of ornament on the mind; it is primitive. This is proved by the fact that as soon as children begin to notice things at all they show a preference for those that are ornamental. Nor is this preference lost — although probably tempered — as they grow to maturity. If it were, we would have no rings, no diamonds, no lace, nor anything else worn by men and women to set off and embellish their plain clothing. The most beautiful cloth in color and texture requires ruffles, lace and trimming of some sort or other before it makes an acceptable dress. In like manner, type display set in the most beautiful faces is heightened in effect when it, too, is *sensibly* set off with ornament.

The function of ornament in type display is therefore mainly to attract. This it generally accomplishes by adding beauty to the effect, by making the display more elaborate.

That ornament may exert this attractive force without supplying beauty or elaborateness is plainly shown by Fig. 1. In fact, the entire object of the round ornaments in this instance is to attract the eye, which, we must admit, they do quite effectively. While the ornaments in this instance can not be said to add to the beauty of the display, or to make it more elaborate, they do make the effect more pronounced. However, it is the bold round spots rather than any pronounced effect of the whole display that grip the eye and direct it to the small advertisement of *The Atlanta Journal*. The power of ornament to attract seems hereby established, and that proves it supplies one of the essentials of successful type display.


*Copyright, 1920, by J. L. Frazier.

Of the utilities at the disposal of the printer for the embellishment of type display, three have already been discussed — rules, decorative borders and initials. While these three serve definite practical purposes — as shown in the articles relating to them — they also embellish the page or design in which they are employed. There remain for consideration those purely decorative characters, specifically known as ornaments, the utilitarian value of which is secondary to the ornamental. Consideration will at this time be given to these devices as we discuss the subject of the use of ornament as a whole in a broad and general way.

The first thing to learn about ornament in type display is not to use too much of it. Even as in clothes, too much ornamentation is cheap looking and gaudy, although in type display the ill effect of too much decoration goes even farther in the handicap that it may place upon the type, which we must always remember as being the most important part of our displays. In the period around the year 1885, now sometimes referred to as the "Dark Age" of American printing — when typography was at low ebb — ornament was quite the dominant feature of type display. He was the best printer who could cram the most short rules, bent rules and ornamental devices into a design. The freakish type faces in use at that time emphasize the attitude of the printers of the period.

Plainly they did not look upon type as having been made to convey information and therefore that it should be easily read. The typography of the period would suggest that printing was simply a means of providing typographers with diversion in their efforts to see what weird and painfully intricate patterns they could weave with type, rules and ornaments. Fig. 2 is a fair example of the work of that period, and, to make it all the worse, it was originally printed in five colors and gold.

It is not necessary to go back to the "Dark Age" for examples of printing that are too ornate. As late as 1912, when much fine printing was being done, there were printers who had not yet seen the light. We have selected for an interesting experiment the cover page of a school catalogue produced at that time. This page (Fig. 3) indicates a total lack of restraint in the use of decorative material. Instead of being easy to read, as good type display must be, this cover design is quite the reverse — the decoration is by far the most prominent feature. The reader is compelled to ferret



The Atlanta Journal

Atlanta, Ga.

—Any advertiser who uses a product of the cotton plant will find the Rotogravure section of *The Atlanta Journal*,* September 14, of deep interest.

A few copies are held for free distribution to early applicants.

Advertising in *The Journal* Sells the Goods



FIG. 1.

out the reading matter from the maze of ornament intermingled with it. In the resetting (Fig. 4), the reading matter is made the most prominent feature of the page. The design, it will be seen, is much more simple and much more easily read — it answers the purpose better in that it conveys the message to the reader in a much clearer manner.

However, while Fig. 4 is neat it might be considered too weak for a cover, or too commonplace — in fact, scarcely pronounced enough. We have made it strong and pronounced in Fig. 5 by the use of ornament in the form of a border which covers practically the entire page. Why, it may be asked, is Fig. 5 not too decorative? Plainly there is as much ornament in it as in Fig. 3. A comparison of Figs. 3 and 5 as to the effect of ornament brings up



FIG. 2.

to be pleasing to the eye. Shape and tone harmony are essential between type and ornament if attractive results from the combination are to be attained. As both shape and tone harmony were thoroughly covered in the articles devoted to those subjects, further attention to these particular features is not required at this time.

There remains for consideration the matter of appropriateness, by which we mean that the ornament if suggestive at all should not suggest something foreign to the subject

treated in the display, as, for instance, the grape ornaments on the page relating to gas engines (Fig. 6). Many ornaments which are of general significance are supplied by the type-founders. These can be safely used on printing pertaining to almost any subject. In the design of these neutral ornaments

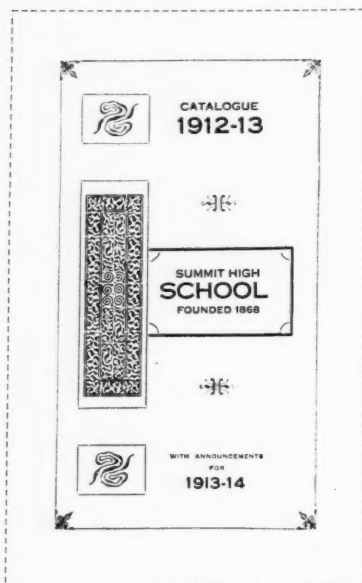


FIG. 3.

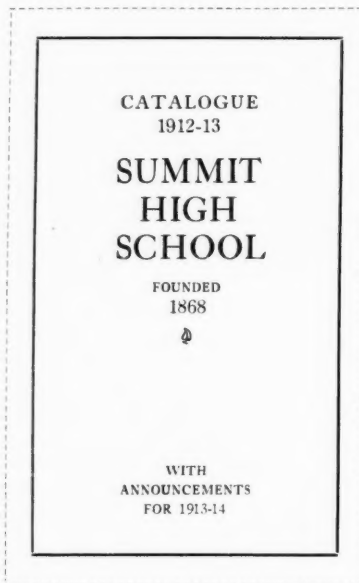


FIG. 4.

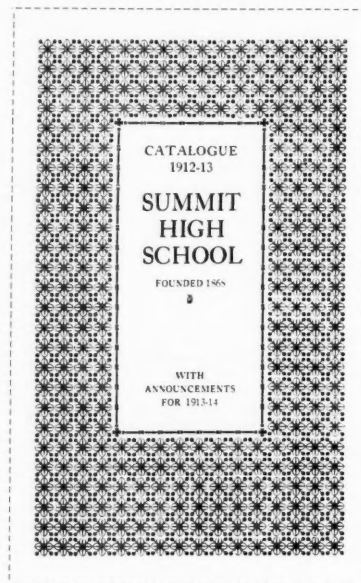


FIG. 5.

an interesting point: When a closely knit decorative pattern is run over an entire page, leaving but a panel for the type, as in Fig. 5, the decoration in itself does not offer the attraction to the eye that the number of separate and distinct ornaments do in examples like Fig. 3. The all-over decoration forms a background for the type in the panel and is therefore not offensive, while the individual ornaments of Fig. 3 act as counter attractions to the display. While the decoration in Fig. 5 covers a large portion of the surface of the page, the fact that it is of a repeating pattern and forms a background for the type matter makes it much more pleasing than the unrelated, individual decorative spots of Fig. 3.

The advisability of restraint in decoration established, certain other considerations must be given if even then the work is

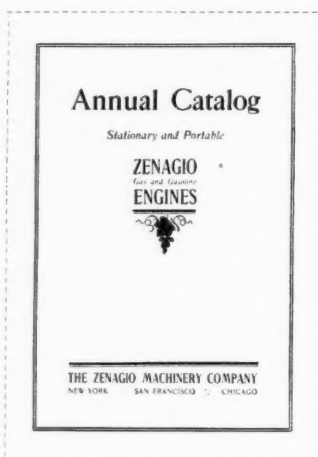


FIG. 6.

leaves and flowers have furnished the chief motifs, and, when conventionalized, make acceptable ornaments. Fig. 7 shows a group of ornaments simplified according to artistic principle and thereby made conventional. Such ornaments, moreover, are more pleasing in connection with type than those in which a natural effect is attained by perspective and shading, as in Fig. 8. Nothing here stated should be construed as an inference that illustration is undesirable, for obvious illustration is one of the most effective and desirable means of telling the story in advertising as in everything else. It has been well stated that a good picture is worth a thousand words and that a picture will express a point far quicker and better than words. But illustration as illustration, and illustration as ornament, are two widely different points, and the

illustrative ornaments so much used in years past can not be said to be either illustration or ornament, as reference to Fig. 8 will quickly show. As illustration is not supplied by the printer, it is without the province of the writer to treat of it

and well chosen ornament advantageously placed to occupy space not required for type, and it thereby obviates any tendency toward vacuity. The ornament gives character and dignity to the composition, while the generous space allotted to



FIG. 7.

further than to say that just as with ornament it should harmonize with the typography, be appropriate and be pleasing to the eye. With a wealth of decorative material like the ornaments in Fig. 7, the typographer or other designer of type display will select his floret or other ornament — appropriate by symbol or general in significance — adapt his type display to the character of the device, or vice versa, select his paper and ink in accordance with these and the other requirements, and he will produce a beautiful and significant entity, adequately embodying the idea of the design.

Ornament is also useful as a space filler. This may be considered a subordinate, perhaps unworthy, position, yet it gives great opportunity to produce pleasing, interesting and striking effects in type display. The wealth of space at hand in those instances where something is required to "fill in" lest a blankness result gives margins that considerably augment the beauty of good ornament. If the device has any bearing in appropriateness on the subject of the display, the space filler becomes in effect the heart of the whole composition. Fig. 9 is an example of a refined

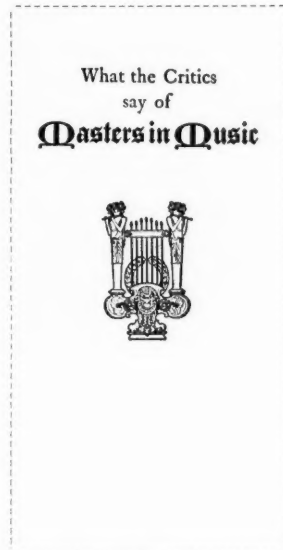


FIG. 9.



FIG. 8.

it acts as a setting to greatly enhance its effect as a device. The strength of a good piece of ornament is not in proportion to its size. Like a blackbird against a field of drifting snow, it can not be missed — it is sure to be found and noticed.

While vacuity may be escaped by a touch of decoration thrown in with studied carelessness, it is sometimes well to fill the space completely or at least in such manner as to preserve the measure of the composition, as in Fig. 10. With all type lines of equal measure, consistency is secured, as shown in this specimen, by the use of a device which is of the same measure as the type.

Ornament is also of great value in giving shape, and thereby grace, to a type group, even while functioning as ornament for its own sake. We will readily agree that the page (Fig. 11) would be very severe and commonplace were it not for the ornament, which, with the type lines above, forms a perfect inverted pyramid of the design as a whole, even as the ornament itself is an inverted pyramid. In Fig. 12 the ornament not only finishes off the upper group of type but also fills space that might otherwise prove embarrassing with the style of type arrangement followed, and it furthermore

Some Hints on Islandwood Near-the-Sound

The Fashionable Winter
Resort of South America



Send for Descriptive Pamphlet
which explains to you by words
and pictures the beauties of the
resort and transportation facilities

James R. Smith
General Agent for United States
45 Broadway, New York

FIG. 10.

BANK & OFFICE BUILDINGS



FIG. 11.

directs the reader to the firm name below. Would Fig. 11 and Fig. 12 be considered good pages without the ornaments? We venture to state that a great proportion of their effectiveness would be lost if the ornaments were taken out. The reader can cover the ornaments with strips of paper, and determine for himself whether or not they fulfil a useful purpose. The practice of adding to and taking away from examples of type display that come to the attention of those engaged in the business and art of typography is a good one. To go farther, cutting apart and rearranging sections or units of a composition is the most instructive of experimental work that one who is interested in the arrangement of type and utilities can engage in.

Just as there is greater danger of having too much rather than too little decoration, so there is greater danger of selecting ornament that is too large than too small. The ornament in Fig. 13 is entirely too large, especially since it has no significance in connection with the concern or subject advertised. It quite dominates the page, and the effect is to draw the eye down and away from the important matter above. With Fig. 5 this example provides an interesting comparison: The extent of the ornament in Fig. 5 is greater than in Fig. 13, yet it does not handicap the display in the former as is done in the latter, because

ESTABLISHED 1855

C. B. COTTRELL & SONS CO.

EDGAR H. COTTRELL, PRESIDENT
CHARLES F. COTTRELL, TREASURER
ARTHUR M. COTTRELL, SECRETARY

MANUFACTURERS OF

PRINTING MACHINERY

Works
Westerly, R. I., U. S. A.

Main Office
41 Park Row, New York

Western Office
279 Dearborn St., Chicago, Ill.

FIG. 13.

it *surrounds* the type set in a panel of white. It focuses the eye upon that type by reason of the contrast of white with gray. In Fig. 13 the ornament is set *inside* the relatively weak border and does not provide contrast to the advantage of the type as in the case of the border in Fig. 5.

If there were fewer words in Fig. 13, set in much larger type, the ornament might not be too large, but in proportion to the size of type in this title page it is entirely too large. It seems plain that the size of the page, or space, does not have so important a bearing on the size or extent of the ornament as the condition of use and the size of the other units in the composition.

It will therefore be seen that no rules may be laid down to govern the extent of decoration. In the final analysis it is a matter pertaining to the individual display and the manner of applying the decoration. One's taste and judgment should tell him when the decoration hampers the effectiveness of the type, when the attention is held more by rules and ornaments than by the words, or when the decoration is so intermingled with the type that the whole becomes a confusing jumble.

If the suggestions here given stimulate careful thought, observation and experiment all will be accomplished that could be expected.

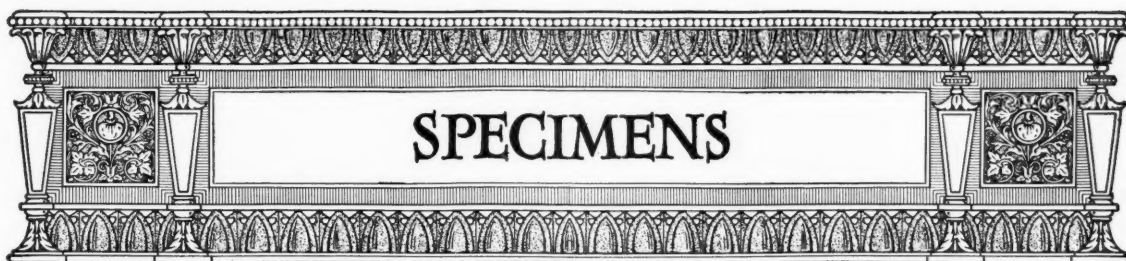
HANSEN'S
MINIATURE SPECIMEN
BOOK OF ATTRACTIVE

**TYPE
FACES**

SHOWING ALSO SOME NEW
BORDERS AND ORNAMENTS
THAT WILL AID IN GIVING
DISTINCTION TO PRINTING

**THE H. C. HANSEN
TYPE FOUNDRY**
ESTABLISHED 1872
190-192 CONGRESS ST. BOSTON
535-537 PEARL ST., NEW YORK

FIG. 12.



BY J. L. FRAZIER.

Under this head will be briefly reviewed specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism" and directed to The Inland Printer Company, Chicago. Specimens should be mailed flat, not rolled. Replies can not be made by mail.

A. C. ROHN, Canton, Ohio.—All the samples of your work are excellent. We have no suggestions to make for their improvement. Display and arrangement are simple and effective. Presswork is also of a good grade.

LEE MORFORD, Deadwood, South Dakota.—Your compositor did exceptionally well with the two page poster for the New York Store. The display is strong and effective, all the text is easily read and the arrangement is orderly and neat.

ALBERT D. WILLIAMS, Fulton, Missouri.—"Clever" is the right word to describe the *Gazette's* advertisement "S'marvelous." The arrangement is unusual, forceful and effective while the "copy" is "A No. 1." Send us some more like it.

CARL P. ROLLINS, New Haven, Connecticut.—"Spring," the catalogue of books published by the Yale University Press, is characterful and

interesting in appearance. We compliment you especially on the selection of type as regards both size and style with a view to maximum legibility.

JAMES H. ROOK COMPANY, Chicago, Illinois.—*The Shoppers' Blue Book* is an attractive and interesting publication, exceptionally well planned and printed. A feature of the publication is the typography of the advertisements, not the least attractive of which is the one for your company, the printers.

GEORGE O. MCCARTHY, Hartington, Nebraska.—Business cards for the National Barber Shop and P. W. Wiennman are decidedly "snappy," and they have considerably more publicity value than is usual in such forms. Illustrations, as used, help immensely. You surely improved the electrician's letterhead.

G. A. HAMON, Kitchener, Ontario.—Our compliments on the attractive form of application for membership in The Craftsman's Club. It would be difficult to improve upon the treatment you have given it, which is appropriately dignified and artistic. The "Crucifixion" poster is forceful and attractive, and should prove effective advertising.

CARBERRY & REED, Chicago, Illinois.—The advertising prospectus for *The Chicago Tribune* is handsome and impressive. The design and typography throughout are excellent, and the presswork is above reproach. These good qualities, combined with a high grade paper stock, provide a piece of advertising that is certain to prove effectual.

ERNEST E. ADAMS, Kingston, Ontario.—It's like old times to look over your excellent work again, a privilege we have been denied the past three or four years. Apparently you have not "gone stale," for we note the same old clever touch, handicapped somewhat, perhaps, because you do not have the facilities in type that you had at Montreal.

ARTHUR C. GRUVER, Pittsburgh, Pennsylvania.—Thank you for the samples of excellent work you have done with the MacGregor-Cutler Printing Company. No better work is being done today. The catalogues and booklets for the Westinghouse Electric & Manufacturing Company are especially fine, presswork being of an exceptionally high grade.

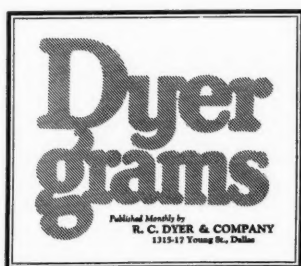
STANLEY B. MOORE COMPANY, Cleveland, Ohio.—Your blotter house-organ, *Cleveland Advertisers*, is exceptionally interesting, and ought to prove good publicity for an establishment such as yours, specializing in advertising printing and ad. composition. Our only criticism would be that the type is too small, but, of course, the limitations of space on the blotter make a much larger size out of the question if much matter is to be carried.

HENRY NIDERMAIER, Youngstown, Ohio.—Especially attractive among the specimens you have sent us are the advertisements for The Edwards & Franklin Company. The variety of treatment accorded similar copy in the same size of space by different arrangements and type faces is a commendable feature and shows that

you are alive with typographic ideas. The title page of the program for St. David's Society is characterful and interesting in appearance.

THE DENVER ROCK DRILL MANUFACTURING COMPANY, Denver, Colorado.—Those six blotters you sent us are decidedly striking and are bound to get attention in any company. In work of this nature the strong colors used have a decided advantage, and as the type matter is set within open white space the wide borders in color do not have a bad effect on the reading. We compliment the writer and the printer, both of whom have given sensible attention to their parts of the work.

RALPH WAGNER, Chicago, Illinois.—We compliment you on the general excellence of the composition in all work done by you with the C. R. Randolph Company. Good taste and good judgment were exercised, and as a result the specimens are pleasing in appearance and forcefully dis-



EDITED BY R. C. DYER

"There is no thought in any mind, but it quickly tends to convert itself into a power."—Emerson.

VOL. I. APRIL, 1920 No. 4.

April

The first month of Spring! The season of increasing warmth and of eager luxuriant growth of tender things long dormant. The favorite season of the poets, as note:

"April, April,
Laugh thy girlish laughter,
Then, the moment after,
Weep thy golden tears."

That from William Watson. And, back in the dawn of English letters, Geoffrey Chaucer warbled:
"When that Aprille, with his shoures sote
The droghte of Marche hath perced to the rote,
And bathed every veyne in swich licour,
Of which vertu engendred is the flour;"—

And so on.
Nor is the poet the only individual to feel the divine influence of the fire of spring. In the spring the young man's fancy lightly turns to thoughts of love, and he seeks him out a lady fair; or, if we hold to Shavian theory, let us say that the lady fair seeks out the young man!
However that may be, the sparks from Cupid's

First text page of interesting house-organ issued by R. C. Dyer & Co., Dallas, Texas, of which firm James C. Masterson, formerly of Kansas City, is a member.

Appearance

Appearance is a powerful factor in winning favor. "Handsome is as handsome does"—yes—but when it BOTH "is" and "does," then opens a straight path to business confidence and friendship.

Consider your stationery, business cards or advertising literature. Respect and results hinge largely on their finding favor.

How necessary that such a firm as R. C. Dyer & Company be consulted in helping you approach your prospect, your customer or your correspondent, with all points in your favor.

Long years of experience and thoughtful contact with the appeal and force of appropriate printing have given us exceptional grasp on the principles of typographic effectiveness. Your business—no matter what it is, or how big—can be advanced profitably by the shrewd application to it of our printing and advisory service.

And the R. C. Dyer & Company way of providing service is not simply to follow in the footsteps of others. Whatever the circumstances, we can help you capably.

If you want to talk of the proper "setting" for your letters or printed advertising, telephone X or Y 5755 for most speedy service—or mail the card.

R. C. Dyer & Company
Advertising Literature
Designing and Printing
1315-17 Young Street
Dallas

Display page from house-organ of R. C. Dyer & Co., Dallas, Texas, originally printed in bright blue and black.



Examples of high grade house-organs produced by The Barta Press, Boston, Massachusetts, reprinted from folder "Off the Pile," issued now and then by that firm.

played, and also legible. The colors are also pleasing as a rule, and while the presswork on the average is not up to the standard of the composition it is very good, in fact thoroughly satisfactory.

L. HAWKSWORTH, Pittsburgh, Pennsylvania.—We can offer no suggestions for the improvement of the specimens you have sent us, in fact they appeal to us so effectively we would dislike to see a change made. The letterhead for the School of Life Insurance Salesmanship could not be made more dignified or pleasing. It is a pleasure to note what beautiful effects can be attained with attractive type faces set in simple form. Continue your present style, and you need not fear for the excellence of your work.

G. E. HULT, New York City.—Book advertisements designed by you are generally superior to most of this class of work. The large amount of matter is a decided handicap, and the fact that you have found a way to use legible sizes of type is commendable. The advertisement for "The Studio Graphic Arts Folios" looks hard to read on account of the exceptionally large block of solid matter. If this had been set in two columns instead of one, and if the paragraphs had been shortened, it would not look so difficult.

CHICAGO HEIGHTS STANDARD PRINTING COMPANY, Chicago Heights, Illinois.—The announcement for Funk Brothers Manufacturing Company is attractively designed and well printed. The significance of the illustration, however, is not

apparent. If it has no connection with the business of Funk Brothers it might create uncertainty in the minds of recipients. If the object of its use was only for decorative purposes to attract attention, and to add interest, it would have been better if an illustration or ornament of general significance had been selected.

OLIVE LEAF PRESS, Los Angeles, California.—There's a lot of character in the typographic specimens sent us for review. Without going too far in the matter of ornamentation you employ it to give effect and distinction, and your work is therefore unusual in a high degree. The ornament on the cover of Volume 1, Number 2, of *The Idea*, your small house-organ, could have been placed somewhat higher to good advantage. We would suggest illustration and ornament more appropriate to the business, however—something which would excite interest in your product, printing and advertising service.

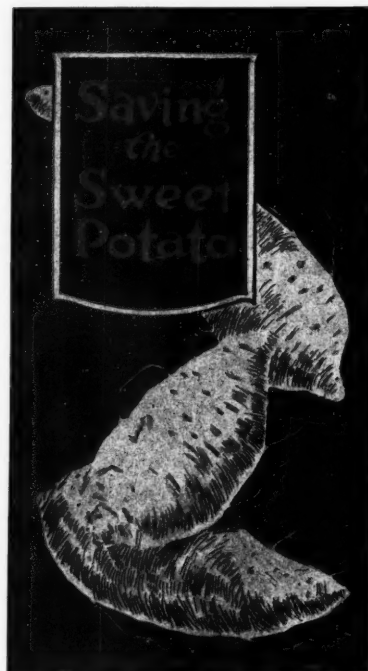
JAMES E. MASTERSON, Dallas, Texas.—Judging from the large collection of exceptional samples of advertising printing you have sent us, the advertisers of Dallas are "on their toes" and have a printing firm—perhaps others from whom we have not heard—that is in all respects capable of giving high grade service. If there is one dominant characteristic of your work, it is in striking effects, which, we must all recognize, is a very important one. If a strong impression is not made in the presentation, advertising has little chance of getting farther in this day when

publicity is done in a big way and in unprecedented amount. Artwork is of a superior grade, type display excellent, colors are employed with rare skill, and fine presswork finishes off a product of which your firm and its customers may feel decidedly proud. Several examples typical of the characteristic style of your work with R. C. Dyer & Co. are reproduced.

EDWARD J. HERMAN, Indianapolis, Indiana.—The hand lettered advertisements for L. Straus & Co. are exceptional in the effect they create. Because of their unusual and distinctive appearance they will gain the attention of every reader, if indeed that can be accomplished by any advertisement. The teaser advertisements published each day for a week before the page announcement of the agency for the Dunlap line of hats, which were in the form of conventional engraved announcements, are cleverly conceived and executed. They should have accomplished the desired purpose effectively.

MICHAEL ZOGLIB, Olean, New York.—We note considerable improvement in your work since we reviewed it before. The most noticeable improvement is in the selection of type faces, as you are now using some very good light face styles. We believe you have come to the use of smaller sizes than was your custom before. We do not admire designs such as the title of the invitation for the Niagara Club, in which the title line is set diagonally across the page inside the rectangular border. Such lines do not harmonize with the squared page and plainly show they do not fit. The practice is time consuming without reward in the form of better work from any standpoint whatever.

LOUIS A. LEPIS, Jersey City, New Jersey.—The advertisements, the type work for which you are responsible, reflect a fine sense of the fitness of things, in the manner in which typography is related to illustration and ornament. The George Batten Company, national advertising agency, is fortunate in having such a capable typographer as you to look after the type used in the productive advertising it issues. Your good taste



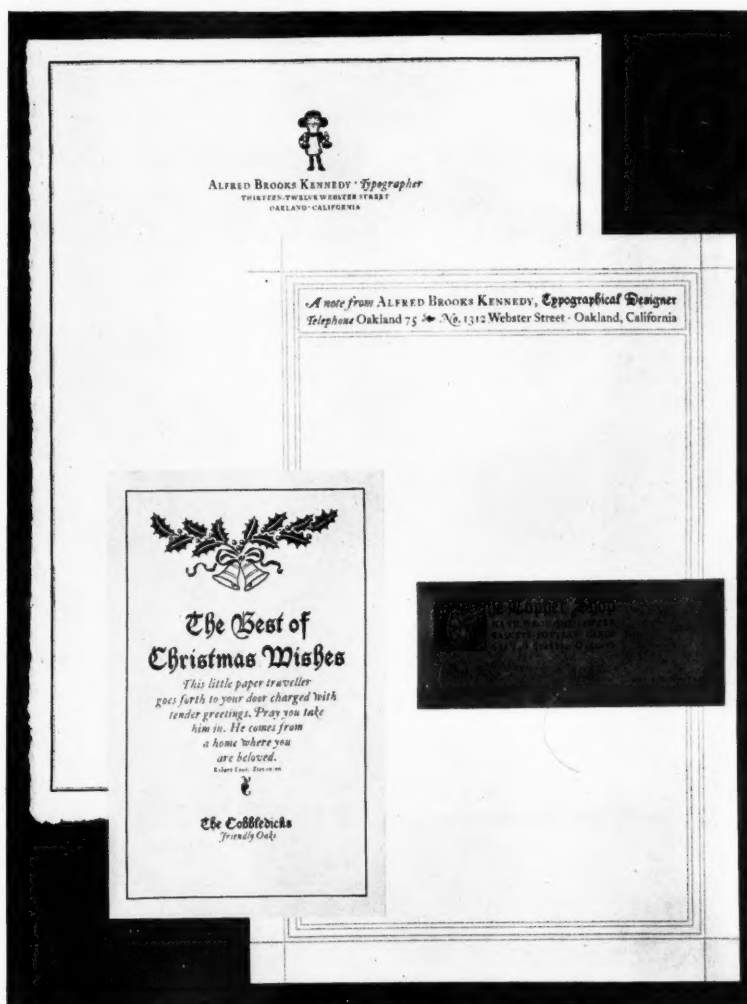
Unusual cover of interesting booklet produced by R. C. Dyer & Co., Dallas, Texas. Printed in black (reverse plate) and bright brown (lettering) on dark brown cover stock.

in type selection is further evidenced in the frequent use of Caslon and Kennerley. When better type faces than these are available you will be one of the first to use them, but, until then, we can trust you to make generous use of these recognized leaders.

J. W. SHORT, Ottawa, Ontario.—Seldom do we have the pleasure to examine a handsomer booklet than "Electric Power in the Eastern Townships." Cover and title pages are striking and beautiful at the same time, the excellence of the designs being enhanced greatly by the selection of pleasing colors for printing. The border treatment on the inside pages is decidedly clever, being a reverse plate embodying illustrations that typify the industry. The soft blue used for printing this wide border—solid except for the reversed illustrations—was an admirable selection, as with a strong or warm color the effect would have been bizarre. Presswork is excellent throughout, as is also the composition.

DEVANTIER PRINTING COMPANY, Mount Clemens, Michigan.—Your letterhead is striking and is designed in good taste. Although somewhat "fussy," owing to the character of the design as well as because of the several embossed panels, it nevertheless attracts the eye forcefully and, as the colors are pleasing, it must be considered a very good example of unusual letterhead treatment. The cards on which panels have been blind embossed are decidedly pleasing. We are sure you will agree with us, however, that the simple examples of the embossed patterns are the more pleasing. We dislike the idea of setting a line of display at an angle. This is done on the title of your folder "Service," and the effect is not nearly so pleasing as if the line were set horizontally, as in the remainder of the design.

EARLE L. THOMPSON, Galesburg, Illinois.—The booklet, "Galesburg—the City of Schools and Churches," is attractive in a general way, the cover design being interesting and forceful. If we had been designing this piece of work we would have handled the text pages differently. The type is too small. The margins are wider than



Characterful typography by Alfred B. Kennedy, Oakland, California.

Park View Farm

FRED B. CALDWELL
TOPEKA, KANSAS

Attractive and unusual covers such as this are seldom seen on live stock catalogues, but the Frank T. Riley Publishing Company, Kansas City, Missouri, specializing in this class of work, believes the stock breeder deserves the best.

necessary for a page of the size in question, and, rather than have set the matter in such small type, we would have eliminated the border and used initial letters to supply color—and perhaps a running head, partly in color—in order to gain space for larger body type. If the halftones had been outlined and vignettized they could have been set in the margins, thereby providing an interesting effect while saving space so necessary in this instance. Presswork is very good indeed.

R. H. ORTHOEFER, Columbus, Ohio.—The catalogue, "Jeffrey Machinery for Every Industry," is attractively gotten up, the cover being both striking and pleasing, due to the unusual but harmonious colors employed. The illustrations are unusual in the manner in which Jeffrey machinery is emphasized in views where other machines also appear. This is accomplished simply and effectively in the following way: A tint block in light buff is printed on the pages, and over this type and halftones are printed. The tint blocks are cut out where Jeffrey machinery appears, so that the machines appear gray. The difficulty of handling numerous odd sizes of cuts on a page is generally quite admirably overcome. Presswork is of a good grade, weak in spots unfortunately but on the whole quite above average.

FRANK T. RILEY PUBLISHING COMPANY, Kansas City, Missouri.—The live stock catalogues you have produced are a revelation. We have

often wondered why men capable of raising blooded stock which sell sometimes for thousands of dollars a head could use advertising that would be an injustice to a junk dealer. After examining the fine catalogues you have produced—one of which is here shown—we are beginning to think these breeders used poor printing because they couldn't find a printer who appreciated the importance of their business. Suffice to say nothing is today advertised by better printing than the blooded live stock of the breeders for whom the Frank T. Riley Publishing Company does the printing. Artwork, layout, illustration, presswork and paper are all of the highest grade and do ample justice to the fine product.

ALFRED B. KENNEDY, Oakland, California.—More attractive printing we could not ask to see. The work you are doing is of the highest grade. Several beautiful specimens are reproduced on this page.

RICHARD V. BARRY, Holyoke Vocational School, Holyoke, Massachusetts.—Specimens done by students under your direction are excellent. We admire especially the careful thought evidently given to display and emphasis, which is especially apparent in the posters announcing lectures and other forms of entertainment at the school. Strong as the display is on these forms they are neat and dignified, due to the excellence of the type face used, Caslon, and to the simplicity of arrangement. The title pages

are also very neat. The work, in so far as both composition and presswork are concerned, measures up to the standard of that done by the better class of commercial houses, which means the boys securing instruction in the school will start in active work without serious handicaps. We com-

text matter could have been shaped to better advantage. The three lines underneath the name of Mr. Mielziner could have been set in shorter measure, even though an additional line might be required. This would provide a better shape, and by the addition of white space near the ends of

being indented. The remaining specimens are especially attractive as to display and presswork.

H. C. GRESHAM, Parker, Kansas.—Your letterhead for the *Message* is very poor indeed, both in appearance and in legibility. So much of the matter is in the same size and style of capital



A group of attractive cards and tickets by William C. Farr, Bayonne, New Jersey.

pliment you and the school on the evidence of progress that these specimens of students' work provide.

WILLIAM C. FARR, Bayonne, New Jersey.—However often we think we have a line on all the really clever typographers of the country our idea "gets knocked into a cocked hat" when some fellow we have never heard of sends in a batch of specimens that would win the admiration of De Vinne. Your work in type display measures up with the best, and quite happily that typography is enhanced with rare taste in the choice of colors for printing and excellent presswork. The work is clean, interesting and decidedly pleasing in all respects. A number of specimens are reproduced.

G. G. MORGAN PRINTING COMPANY, Phoenix, Arizona.—The dance program for The Phoenix National Bank is too large. Dance programs should be small for convenient handling. The ornament on the title page is placed too low. In the center of the page, half way between the two groups of type, it violates proportion and balance. Proportion is, simply, a pleasing inequality of parts and there can be no proportion with equality, as it provides monotony of appearance. While balance is in the center horizontally it is above the center vertically, therefore when the bulk of a design is near or below the center the design appears bottom heavy, as in this case. While the blotters are a little "fussy" it is excusable because of the nature of the form, which must depend for results on quick attention with a minimum of copy.

OTTO H. WISE, Cleveland, Ohio.—We consider the name of Mr. Mielziner is sufficiently prominent on the revised setting of the announcement for The Halle Brothers Company. It is emphasized quite effectively, although not set in as large type as you originally had it. The

name of Mr. Mielziner it would be more emphatic. The four lines would be as follows: (1) "Will Display"; (2) "Advanced Novelties in"; (3) "Spring and Summer"; (4) "Furs." The words "at the" are not necessary. The bottom paragraph would be better, we believe, if the heading were set across the top instead of

letters that it is impossible for a reader to grasp the several features at a glance, as should be the case in small forms of this nature. The arrangement is careless and indicates that the work was done without a definite plan. The name of the paper is "buried" with the words "Publishers of," which should be smaller in order that the name of the paper—which is important—would stand out. The block letter does not harmonize with the roman capitals, the two styles in combination providing a very disagreeable effect. You should study the advantages in emphasis and clarity to be attained by variation in size of type and by changes from all capitals to capitals and lower case, and italic of the same series.

BESLEY & PIKE, LIMITED, Brisbane, Australia.—There's a lot of originality in the specimens you have sent us; they are clever and unusual in a high degree. One of the most striking of these forms is reproduced.

K. LEROY HAMMAN, Oakland, California.—The advertisements are excellent in all physical respects, and, so far as we feel capable of judging, in a publicity way as well. The series of bank advertisements illustrated with photographs of local representative industries photographed from an aeroplane are unusually effective for that reason. They are bound to obtain attention and prove interesting. The care given typography is commendable. Too many advertisers discount the value of good typography, apparently thinking art and copy of prime importance. As a result much of the advertising, and especially newspaper advertising, is difficult to read. We can not see how any one can think that an idea which is difficult to grasp is going to be impressive, yet on all sides we find advertising losing its effectiveness by reason of the difficulty experienced in reading it.



Besley & Pike, Limited, Brisbane, Australia, is a progressive printing-advertising concern across the Pacific Ocean that places the stamp of cleverness and distinction on everything produced in the plant. This is a sample.

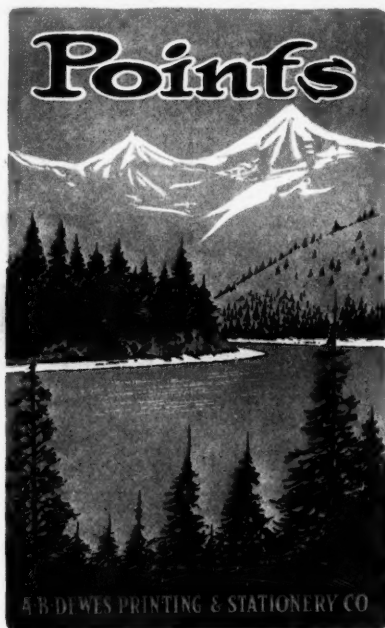
THE PRINTER'S PUBLICITY

BY H. W. SMITH.

This department will be devoted to the review and constructive criticism of printers' advertising. Specimens submitted for this department will be reviewed from the standpoint of advertising rather than typography, from which standpoint printing is discussed elsewhere in this journal.

What to Say and How to Say It.

The printer, about to present his claim for business — that is, his advertising — to the potential user of his line, is likely to become conscious of two phases of his problem. In fact, ad. writing in all lines may be reduced to two simple postulates: (1) What shall I say? and (2) How shall I say it?



Dated March, 1920

FIG. 1.

Should he rely mostly upon words, No. 1 becomes to him largely a matter of writing that with which he himself is thoroughly familiar and which strikes a responsive chord in his reader. Good advertising demands that this be related to the goods and the service of the advertiser.

Pictures, accompanied by a few words, may tell — or help to tell — the story effectively, if simply conceived and well executed.

"The Dress of the Message" is another designation of postulate No. 2. Important though it is, this, in the opinion of the writer, is emphasized by printers at the expense of No. 1.

A. B. Dewes Printing & Stationery Company.

Note the deadly mediocrity of such an appeal as: "Why bother with detail? There's a lot of troublesome details con-

nected with the production of effective direct advertising. Often it burdens some executive of your company who can ill afford to spare the time.

"That is why many important firms let an organization like the A. B. Dewes Printing & Stationery Company handle the work *complete* — subject to an O. K. at the important stages."

The effectiveness of the design, including the attractive cover (Fig. 1) of the March issue of *Points*, the monthly brochure of the A. B. Dewes Printing & Stationery Company, St. Louis, is paralyzed by the unimpressive reading matter.

One sentence from the above quotation offers the germ of a possibility for the stimulation of imaginative interest: "Often it (detail) burdens some executive of your company who can ill afford to spare the time."

The Herald Press, Ltd.

How would the writer of the leading article in the April issue of *Graphica*, issued by The Herald Press, Ltd., Montreal



FIG. 2.

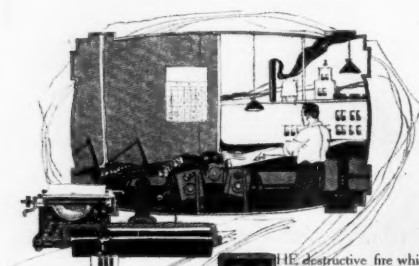
and Toronto, have handled the above possibility? Under the heading "What the President Found Out," attention is focused on the *you* side of selling, not on the *we* side, as follows:

"Look at these," snapped the president to his sales manager seated beside him, as he pointed to a number of reports lying on his desk. "Here it is June, half the year gone and our men are selling just about the same amount of goods as they did last year. To make matters worse," continued the president, "their expenses are nearly double as much as then. If you think we can pay such prices for business you are badly mistaken. Frankly, John, I am surprised at your lack of ingenuity in meeting the problem. According to your own plans we were to do more business to offset this expense."

"But," broke in the sales manager, "let me explain."

"Explain nothing," almost roared the chief. "I should think you would have hit upon some plan during these six months. Look at Campbell — they have increased their business right along, and their

"Everything," smiled the sales manager. "You remember how I came to you time and time again with a direct by mail sales campaign. I had gone to great trouble to get up a series of folders and booklets to send out at regular intervals to keep our customers and prospects sold on our line; and I designed and got up a number of interesting booklets for our dealers to use among their customers, so as to build up a trade for them in our goods, but" — here he looked at the president sharply — "you were continually throwing up to me your theories of 'having the trade tied up,' and refused to even consider my scheme of 'wasting money,' as you called it. Well, to put it frankly, both Campbell and Johnson understood the psychology of selling a little better than you, and used direct by mail selling literature — driving the customer to the dealer and compelling him



THE destructive fire which gutted our plant on December 23d last, is now a memory.

Up from the ashes of the past has arisen a re-juvenated company. Into new and much larger quarters have gone huge presses, new equipment of every variety that defines a modern plant. And here, as a result, is a printing establishment second to none in the State.

At your command is twice our former capacity. Ready to serve you is a thoroughly equipped plant of a size that develops the ability to turn out your work to your satisfaction when you want it. And here also is a skilled Service Department to solve your selling problems and produce for you complete advertising campaigns to sell your product successfully.

Call us for your Printing and Advertising.

**Marshall
Printing
Company**

Complete Service
Printers
Binders
Stationers

Marshalltown
I O W a

FIG. 3.

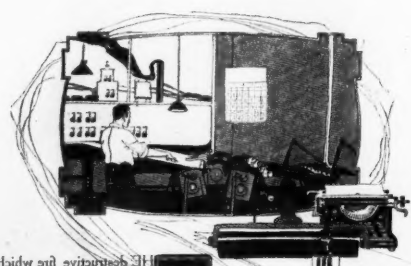
men are getting business every day in territory that we were working before they started their factory. And there's Johnson; why, if they keep up at their present rate they will be running all night to fill their orders. And here we are going in the hole every month because our men don't see more people and sell more goods."

"Well, sir, there's no one to blame for this but you," replied the sales manager, with rising color and a glint of fire in his eyes.

"Me to blame," snorted the president. "You are the sales manager and responsible for that department, and you can't back water like that — you will have to dig up a better excuse than this," roared the president, now greatly aroused. "You —"

"Wait. Now listen," broke in the sales manager, regaining his composure. "It happens that I know how Campbell's men and Johnson's men find time to see more people and get more orders; and, furthermore, I tried to induce you to adopt the same methods they use on several occasions. But no," went on the sales manager, "you were too conservative. To quote your own words, 'We have been getting the big end of the business in our line for years and we are so firmly established that we need not fear these younger competitors.'"

"Yes, I recall saying that," answered the president more calmly, but with a puzzled look. "What's that got to do with our competitors' methods?"



THE destructive fire which gutted our plant on December 23d last, is now a memory.

Up from the ashes of the past has arisen a re-juvenated company. Into new and much larger quarters have gone huge presses, new equipment of every variety that defines a modern plant. And here, as a result, is a printing establishment second to none in the State.

At your command is twice our former capacity. Ready to serve you is a thoroughly equipped plant of a size that develops the ability to turn out your work to your satisfaction when you want it. And here also is a skilled Service Department to solve your selling problems and produce for you complete advertising campaigns to sell your product successfully.

Call us for your Printing and Advertising.

**Marshall
Printing
Company**

Complete Service
Printers
Binders
Stationers

Marshalltown
I O W a

FIG. 4.

to stock their lines; and when one of their men would call they were given preference, because the prospect had been sold on their line with mail sales literature before their men called. Consequently, our men are left to cool their heels outside while their men are invited in and get right down to brass tacks — wasting no time, seeing more prospects and selling more goods."

Of course the president came down off his "high horse" and got busy making up lost time on direct by mail stuff. In concluding this interesting narrative, let us note how The Herald Press, Ltd., cashes in on it. We find this modest paragraph at the close:

"Our business is to plan, write and print the sales literature that creates favorable opinion towards your goods or your service. We would be glad to talk it over with you."

Gatchel & Manning, Inc.

Some of the means of expression that may be listed under No. 2 of the discussion, at the beginning of this article, on "How to say it," are the mechanical, art and artcraft factors such as typography and design, embracing the application of the principles of balance, rhythm and harmony. The term

THE EXHIBITION OF PRINTING BY AMERICAN INSTITUTE OF GRAPHIC ARTS.

The exhibition of printing held during the month of May in New York fully justifies the existence of the American Institute of Graphic Arts. It required an organization of national scope, with men of fine taste and broad views, to bring together such a mass of excellent material and to exhibit it properly.

Nearly two thousand exhibits were selected from the much greater number submitted and they represented at least two hundred exhibitors, as shown by the catalogue. The exhibits were divided into sixteen classes, gold, silver and bronze medals being awarded for merit in each class. The awards as announced on the opening night were as follows:

The great American Institute gold medal, awarded for the most meritorious exhibit in any class, went to Norman T. A. Munder, of Baltimore, for his book, "Old Masters' Drawings." This book was also awarded the gold medal in the book class. The silver medal was awarded to the Riverside Press, as was also the bronze medal for the second and third best exhibits of books.

For catalogues, the awards of medals were as follows: Gold, T. M. Cleland, New York; silver, Taylor & Taylor, San Francisco; bronze, Bartlett-Orr Press, New York.

Booklets: Gold medal, T. M. Cleland, New York; silver, Bartlett-Orr Press; bronze, Franklin Printing Company, Philadelphia.

Folders: Gold medal, Franklin Printing Company; silver, the Strathmore Paper Company, Mittineague, Massachusetts; bronze, Japan Paper Company, New York.

Typographical Prints: Gold and silver medals, William E. Rudge, New York; bronze, Rosa Brothers, New York.

Color Prints: Gold medal, De Vinne Press, New York; silver, Electro-Light Engraving Company, New York; bronze, Douglas C. McMurtrie, New York.

Display Cards: Gold and silver medals, William E. Rudge; bronze, Cluett-Peabody, Troy, New York.

Circulars: No gold medal awarded. Silver medal, Franklin Printing Company; bronze, Metropolitan Museum of Art.

Labels: Bronze medal awarded to Japan Paper Company.

Cards: Bronze medal to T. M. Cleland.

Posters: Gold medal to American Institute of Graphic Arts; silver, Japan Paper Company; bronze, William E. Rudge.

Advertisements: Gold medal, Franklin Printing Company; silver, Marchbanks Press, New York; bronze, William A. Kittredge, Philadelphia.

Stationery: Gold medal, O. W. Jaquish, New York; silver, Taylor & Taylor; bronze, Japan Paper Company.

Calendars: Gold medal, The Marchbanks Press; silver, The Paper House of New England; bronze, William E. Rudge.

Maps: Silver medal, Redfield, Kendrick-Odell Company, New York; bronze, Matthews-Northrup Works, Buffalo.

There were many fine exhibits that were not entered in competition for the reason that their makers were on the jury for awards. Among these were D. B. Updike, Boston, with a splendid exhibit of bookmaking; Walter Gilliss, New York; Frederic W. and Bertha Goudy, The Village Press, Forest Hills, New York; and Henry Lewis Johnson, who exhibited examples of the art of printing during the past twenty-five years.

The judges of the printing exhibition were: Paul W. Brockett, Ernest Elmo Calkins, Fred C. Cooper, Arthur W. Dow, Walter Gilliss, Bertram Goodhue, Frederic W. Goudy, Henry Lewis Johnson, John Clyde Oswald, Bruce Rogers, Carl P. Rollins, Rudolph Ruzicka, D. B. Updike and Clarence H. White.

The American Type Founders Company supplied eight cases of historical exhibits prepared by Henry Lewis Bullen, the company's librarian. These showed the progress of printing through the centuries, from the Gutenberg Bible of 1450 to the work of Bruce Rogers.

Frederic W. Goudy exhibited an old hand mold for casting type used in the Caslon foundry, and also demonstrated the method he uses in designing type. One noticeable feature of this exhibition is the extent to which Goudy type is used by present day printers.

This printing exhibit will be shown in Chicago, Boston, Philadelphia and other cities where responsible organizations have applied for it.

GETTING NEW BUSINESS.

BY JOHN E. ALLEN.

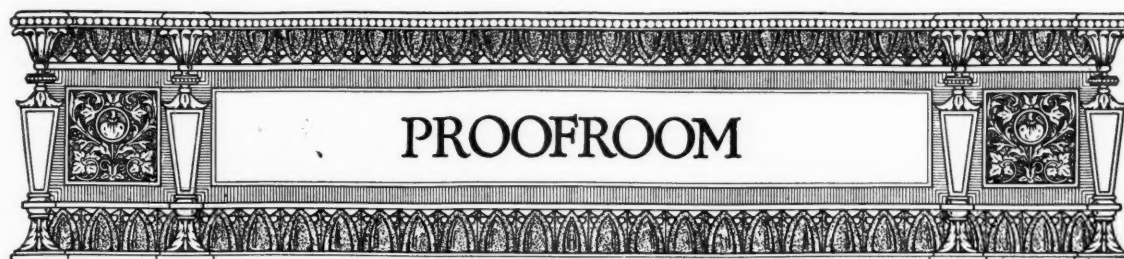
So many opportunities daily are to be found in the city for the planning and running of a feature page of advertisements that it seems odd that the advertising department of any newspaper ever should be at a loss for the right sort of material and prospects along this line. Any attraction that holds the public eye for any considerable length of time offers the local newspaper publisher the chance of running a feature page, or section, of advertisements pertinent to the subject before many of the people at the moment. And attractions of some sort are the common things in the average city.

The movies attract many people from all stations in life, and so are among the most fertile fields open to the tilling and harvesting of the alert advertisement solicitor. The picture that arouses interest in a community because of its presenting some phase of life involving the general welfare of humanity at large is especially qualified to furnish the wide awake advertisement writer with a plot for a page story of advertisements.

A moving picture of wide appeal recently appeared for a week in a city of the Middle West. The advertising manager of one of the most progressive papers in the place saw in the picture possibilities of business that caused him to plan a page of advertisements immediately. The picture centered about motherhood and the baby, and consequently had a peculiar appeal to women. The first one approached on the subject of the contemplated page of advertisements was the manager of the theater exhibiting the picture. When the proposition had been explained to him he contracted for the purchase of a leading position in the makeup. Then, with the foundation to work on, a number of other business houses were called upon and presented with the plan of publication. One of the first to be visited was a photographer of good reputation, who was induced to buy a fair amount of space direct because of the purposed mention of his name in connection with six pictures of babies photographed in his studio, which illustrations were planned to be used in a half dozen other advertisements from as many firms having something for sale of unique interest to the mother and the infant. Practically the same sort of argument that won the photographer signed up the six other business houses. The illustrations of babies in various poses, all ready to be dropped into the form, and at a time when a great number of newspaper readers were especially interested in the subject of babies, convinced the ones solicited that an investment in display space would be a good thing at the time.

Many a movie should contain the same opportunity for the publisher in most communities. A similar page of advertisements might be planned in advance of a picture's appearance and run simultaneously with its exhibition, by getting into communication with the manager of some local theater and looking over his list of forthcoming films. And it would be well to plan for the securing of illustrations of the right sort, to be shown to the merchants and other prospective buyers of space, when they are introduced to the proposition and their patronage solicited.

You can train yourself to say, if you will, "I will devote at least one evening a week to self improvement, to study," and stick to it.—*N. C. R. News.*



BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

An Incorrect Sentence.

M. B. M., Pittsburgh, Pennsylvania, asks: "Will you please advise us whether the following statement is correct? 'The makeup of the little magazine is very attractive, and is printed on heavy enameled paper.'"

Answer.—It is not correct, because it says the makeup is printed, and it intends something else. The real meaning could be expressed in various direct ways, and one of these should be used. A good way would be, "The little magazine is printed on heavy enameled paper, and has a very attractive makeup." Of course the meaning is that the magazine is printed, and it is far better to say so in direct words, though of course the one way suggested here is not the only way. If it is desirable to keep the makeup as the first-mentioned feature — though I can conceive no reason why that should be important — the sentence might well enough be left as the letter-writer wrote it, with the insertion of a small word, making it read, ". . . and it is printed . . ." Such insertion would leave a slight opening for hair-splitting objection, as the pronoun "it" in the amended sentence is so placed that it would naturally refer to the makeup; but every one would know that the intended reference was to the magazine.

Care in Citing Authorities.

Most proofreaders have occasionally to make or to suggest corrections which may lead to a demand for authorization by some well-known author or dictionary. No proofreader should attempt to change an author's language in any way without being able to cite clearly and accurately some authority in support of the change. Often the person who decides will not consent to change, preferring some authority contrary to the one named, and such refusal should always be accepted as final, even when the proofreader knows perfectly well that the decision is not good. Cases in which the final decision is not in accord with the best reason are plenty — in fact they are of much more frequent occurrence than they should be — but always the deliberate decision of an author or editor is the printer's ultimate guide as far as the present work is concerned; that is, the only right thing for the printer is to do what he is told to do.

It is always advisable, when authorities in support of a suggestion are demanded, or when they are for any reason cited, for the proponent to quote accurately. Of course proofreaders will most frequently merely name the authority on which they rely, and it is inevitable that those who decide must often reject the one named in favor of some one opposed, or sometimes without reference to any but their own choice. T. L. De Vinne says in his book "Correct Composition," page 209, "When the reader meets with an unmistakable fault made by the writer through lapse of memory or by negligence, he should correct it. He does so, however, at some peril. He must know and not suspect it to be an error, and must be prepared to defend his correction, not by his own belief, but by unquestionable authority." This implies what I think it well to express, that

the defense is not perfectly good if it includes evidence of failure to comprehend the full intention of what is said by the authority. A wrong interpretation often results from hasty conclusion, especially when influenced by personal prejudice.

Proofreaders are not more subject to the shortcoming mentioned than are authors and editors; in fact, the predominance of such fault seems to be elsewhere than with the readers, if there is any difference. One striking example of the weakness named appears in an editor's offered support of his ruling that the word *State* should not be capitalized. He said that Webster's New International Dictionary did not use the capital, and when a proofreader showed him an early instance of its use he asserted that it was accidental, and that the real Websterian decision was shown in treating the word itself. I have selected this as an example because it shows the jumping at conclusions that I have mentioned, and discloses how the proofreader could have proved his side of the case. While that editor might not have been persuaded to sanction the use of the capital, he could not still deny that the dictionary uses it. With the suitable definition that work says in brackets "often cap.," which certainly means that some people capitalize and others do not. That its editors are among those who do use it is amply shown on the same page, as in the item headed "state prison," which is said to be in the United States "usually State prison," and is defined as "any prison maintained in a State under State laws." Every time the word appears in such use in the body of the dictionary it has the capital, which plainly is not accidental. Of course I am only saying that it is there used, not that every one uses it.

Good Words That Are Not in Dictionaries.

A proofreader once wrote to the editor about a word he could not find in a dictionary, and expressed his strong disapproval of the use of such a word as "emollicence," as follows: "The proofreader queried the word to the author, informing him that it could not be found in the dictionary. His response was that the word expressed the idea intended to be conveyed better than any other that he knew of, and therefore he should use it, regardless of the dictionary. Should the proofreader endeavor to induce the author to use a word for which authority can be produced, or should the author be allowed, without a word of protest, to coin words at his own sweet will? It seems to me that the proofreader should not be required to blindly follow an author in a case of this kind after he has satisfied himself that there is no warrant, except the whim of the author, for the use of such words."

This was answered, long ago, by the assertion that the author was perfectly justifiable, and that "emollicence" had sufficient authorization in the fact that so many of our words are formed in the same way, which may be utilized by any one at any time a corresponding noun is needed for an adjective ending in -ent, like obedient and obedience. What is now thought worth adding is that the proofreader in dealing with a word not in the dictionary may well enough query it, but it

would be not only justifiable, but advisable, for him to pass such a word as this, with so patent analogical basis, unchallenged. Webster's New International Dictionary includes in its vocabulary a great many words no more authorized than emollient, except by the mere fact that they may have been, and probably were, found in print, strikingly such as accentless, contingentness, and a great many more like them, and the New Standard has some that are not in the latest Webster.

PROBLEMS OF CAPITALIZATION.

BY F. HORACE TEALL.



OUR language is naturally subject to differences in individual practice in almost every detail, and probably will never be much less so than it now is. In fact, we may safely assert that many worthy thinkers are convinced that we should not be greatly benefited by absolute agreement in all matters. Some even scout the idea of any value in consistency of form, while others (and I believe many more) are persuaded that such consistency is very desirable. But whether we insist upon uniformity or not in general, we all know that the printed page is much more sightly, and more satisfactory, when it does not contain various instances of the same word with differing treatment.

Examples of what is meant by differing treatment as to capitals are numerous in our best books, and might easily be cited from some works not commonly supposed to be subject to faultfinding criticism of any kind; but our object is not specific faultfinding, but general suggestion with intention of helpfulness, and may best be served without personal application. A few particular cases will show definitely what is here in mind, but they are indicative of far-reaching analogies and, to the writer at least, show a distinct need for conventional agreement on some one method based on analogy.

A novel published serially in a magazine contained frequent mention of one of the characters, sometimes calling him "the Recorder" and sometimes "the recorder." Undoubtedly the title was printed in the two forms because it was so written; but why was it so written? Of course I can only guess a reason for the fluctuation in the writer's practice, but my guess is nearly certain. He must have been so unsettled as to the propriety of either form (and there is really no great importance in choice) that he did not attempt uniformity — quite possibly thinking the printers would supply that. This serves here mainly to impress the fact that it is hazardous to trust such matters to others; to get such things done with proper care for commendable form, the writer must use the proper form himself, not write variably. I happen to know that the printer of the magazine spoken of excused such irregularity in his work by asserting instruction from the editors to follow copy. But I can not doubt that the editors and the writer would decide in favor of one form always, at least in the one article, were they asked about it. It may be that they would not choose as I should, which would be in favor of the capital, but they could not deny that the best form in one place is best always, at least in the same work.

It will be readily perceived that I am not dogmatically inclined in favor of one inflexible system of capitalization. But that does not mean that I think that all systems are equally reasonable, or that there is no preferable standard. The one large point of difference between my preference and its opposite, which is chosen by many good writers and printers, is in the treatment of words essentially common but often used in ways so particular that they are, as I think, proper in such uses. It must not be supposed that this is said with any notion that my preference is of any importance because it is mine, for the

fact is that it is my preference mainly because it is first and most tellingly the preference (and often without tolerance of its opposite) of a multitude of scholars whose judgment I believe to be nearly impeccable. While these scholars, however, show plainly by their practice in writing that they are systematic and practically inflexible in their use of capital letters, none of them has ever, to my knowledge, attempted to dictate exhaustive rules of practice for other people. They are, in fact, the very last people who could be induced to make any attempt at such dictation, for they are the ones who know best how little good would be accomplished thereby. It is principally because of these two classes of opinion with regard to essentially common words that capitalization is and must remain problematical, at least so far as the matter of satisfying the demands or wishes of others is concerned.

All my writing is done mainly with a view to proofreading practice. It is natural, therefore, for me to draw examples from proofroom experience. One such is shown above, but no reason was there given for the choice expressed. My reason for preferring the use of the capital for the word there discussed is that the Recorder in question was not a recorder in the ordinary sense of one who records, but a Judge (which has a capital here for a similar reason). I have read the proofs of many books in the copy of which other words subject to the same kind of distinction were sadly mistreated in this respect, most notably the word government, though in the same books generally many other words were likewise varied. My work was never satisfactory to myself, because I was not allowed to make these things decently uniform, beyond a little correction where the dissimilarity was too glaring. One large book I remember especially, because the editor's evident intention was to use the capital in phrases like "the British Government," although he did not have it made uniform in copy and did not, as he might have done, instruct the printers to make it so. Likewise in speaking of "the Government," in reference to the same one, it varied about equally from capital to lower-case. Of course the operators followed copy, and the readers left it uncorrected, and I in final reading had to follow suit, except in a few places where the conflict was so noticeable that correction was imperative, usually with the wrong form prevailing so much that uniformity was secured by marking the few right ones changed.

Capitalization is now, always has been, and probably always will be as liable to difference in personal practice as any detail of form in our language. No one has ever made a set of rules for it that could be applied without question, or even a set of rules that could be applied similarly throughout by many different persons. It is pretty nearly certain that such rules never can be made, and it may be doubted whether it is really desirable that they should be made. But little doubt is possible, however, of the desirability of uniformity in the use of capitals, and undoubtedly the surest way to secure this in the printed book is for the author to have this feature of his work attended to in the copy, so that the copy may reasonably be followed literally. Failing such preparation of copy, the author or the publisher of a book of any importance will surely find it worth while to instruct the printers specifically to make the work uniform, with sufficient specification of all important details to secure the desired practice. This is recommended with reference only to books of such nature as to render such matters of detail important, so as to secure similar treatment throughout for certain words (as Government, for instance), whether confused in copy or not. Every large printing-office has proofreaders who can make these things right, just as so many authors and publishers apparently expect them to, if they are specifically authorized to do so. The one best and surest way is to make the manuscript exactly as the book is to be, even at the expense of having it especially prepared by an expert proofreader or editor.

THE PRESS-ADDRESS MAILER—A NEW INVENTION.

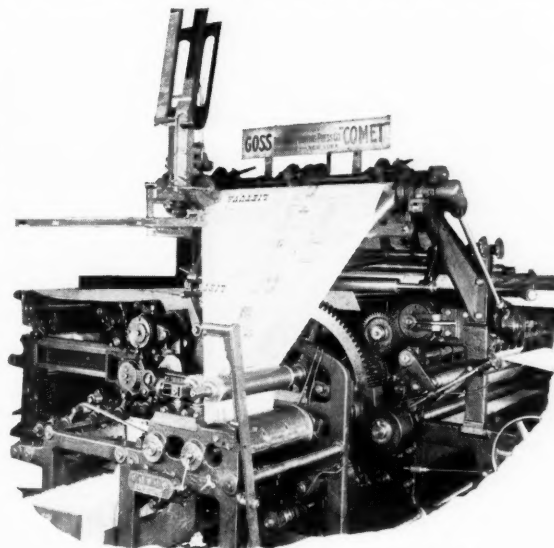
BY OUR REPRESENTATIVE.



HERE is nothing new under the sun," is a time worn phrase, yet we are constantly witnessing the introduction of some new device that is designed to increase output or to reduce the time necessary to get the finished product into the hands of the consumer. Remarkable changes have been brought about during recent years in methods of printing newspapers, and now it is our privilege to report another important development—an attachment that will place the addresses on newspapers before they are folded and delivered from the press. This is the invention of Paul F. Cox, 5439 Winthrop avenue, Chicago.

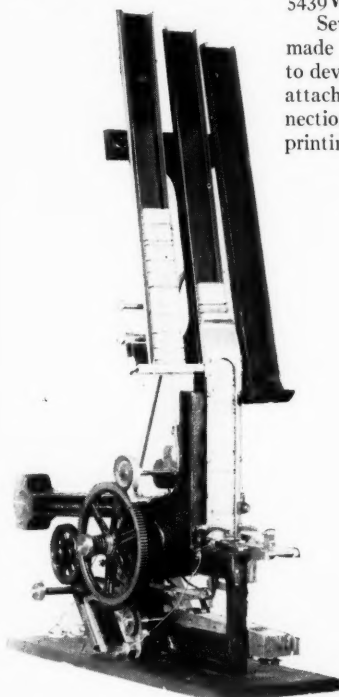
Several attempts have been made in the past by inventors to devise some method or some attachment for mailing in connection with fast running web printing presses, so that papers

the accompanying illustrations, it is located at the uppermost corner, at the top of the folder former, which is the only practical place to attach a mailing device to a fast running web perfecting newspaper press. Placed at the former and printing the addresses upon the papers as they pass over the former and

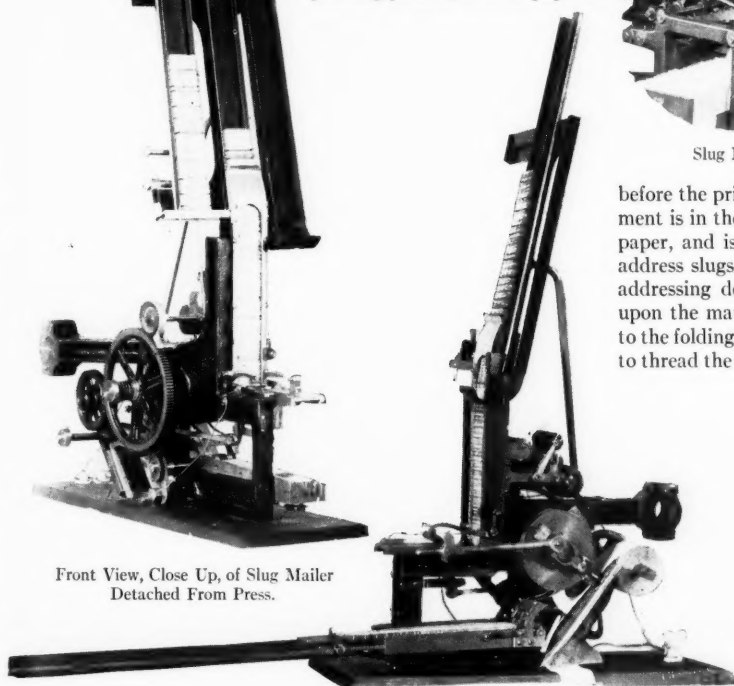


Slug Mailer Attached to Press, Showing Working Side.

before the printed sheets pass into the folding rolls, the attachment is in the most convenient position for operation upon the paper, and is also easily accessible for loading and unloading address slugs or galleys when that system is being used. The addressing device can be readily adjusted to correctly print upon the margins whenever the papers are being properly fed to the folding rollers, and it is not in the way when it is necessary to thread the press or folder in making ready the press or in case



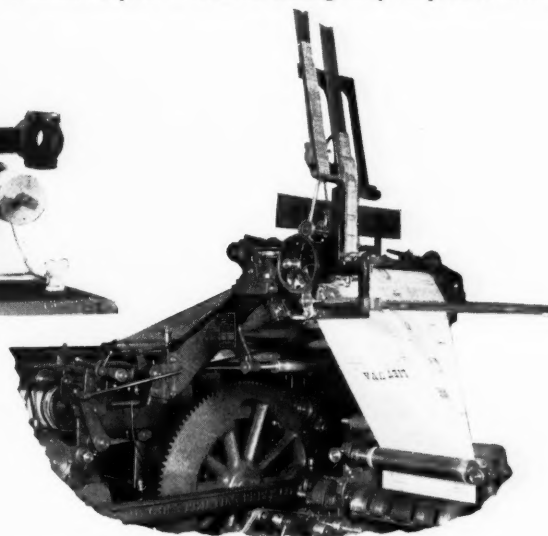
Front View, Close Up, of Slug Mailer Detached From Press.



Side View of Mailer Detached From Press, Showing Inking Device and Slug-Carrying Cylinder Applying Address.

might be addressed before they leave the packer box, but so far as we are aware no successful mailing or addressing machine has been marketed which will address newspapers successively at the running speed of the press. This is what Mr. Cox has accomplished in his new device, which he has called the "Press-Address mailer," and which derives its name from the fact that it is attached directly to the press and is so geared and timed that it will place the subscriber's name and address upon the margin at the upper right hand corner of the newspaper—where it will be in plain view even if the paper should be wrapped for mailing—while the paper is passing through the press and before it reaches the packer box.

The new Press-Address mailer is designed to be attached to presses of the "former folder" type, and, as can be seen from



Slug Mailer Attached to Press, Showing Gear Side.

of rupture of the roll of paper. Other advantages of the invention will readily be appreciated by those who are familiar with the art.

When this device is attached to an ordinary newspaper printing press, the web handling mechanism of the press serves as the feeding and delivery mechanism of the addresser, and

the power mechanism of the press serves as the actuating means for the addressing mechanism. The addressing attachment is compact and economical, and can readily be adapted for, and applied to, any of the standard makes of web printing machines.

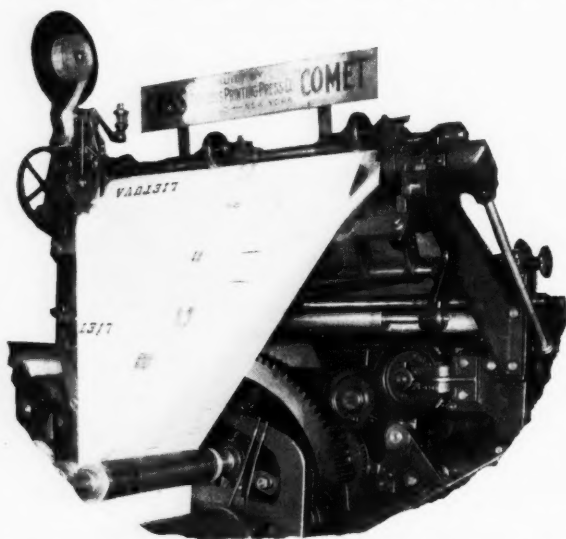
The pressman and others working around the press have been thoroughly considered in the designing, locating and operating of the Press-Address mailer, with the result that the device is placed in a position so that it will not be in the way or interfere with the operation of any part of the press. The addresser is capable of being operated independently of the pressman. It is so arranged that the mail operator can walk

into the pressroom after the press has started upon the edition, put the galleys in the addressing device, then complete his mailing list and leave the pressroom while the press is still in operation. The attachment is equipped with safety devices and signals to notify the attendants if anything should go wrong, and its operation will be automatically stopped without interfering with



Close Up View of Strip Mailer, Showing Address Label Just Applied.

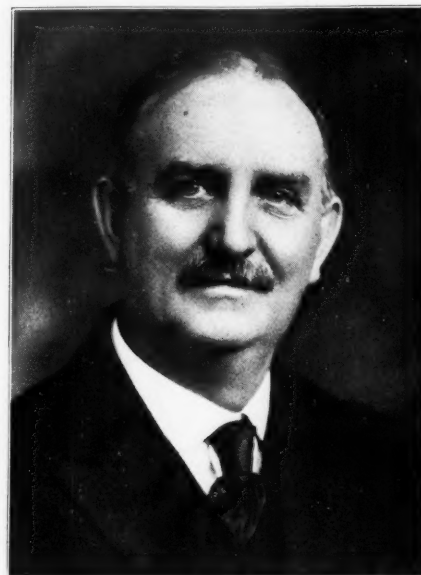
the running of the press. The packer box tender is notified by the machine when the addressed papers are being delivered, and also when non-addressed papers are going into



Strip Mailer Attached to Press, Showing Strip Being Applied at Top Right Hand Corner of First Page of Paper.

the packer box, so there will be no commotion or undue hustling to annoy the pressman or his assistants. In fact, nothing has been left undone to make this device a successful press-address mailer which will save time in mailing newspapers.

The "strip" mailer is also a "Press-Address" device, and, as shown in the accompanying illustrations, is attached to the press in the same manner as the "slug" mailer. It is geared and timed to operate at the running speed of the web, applying the address strips as the newspapers are passing down the former and before they have been severed from the web and folded. The strips are prepared in advance and placed upon a reel which will hold a large supply of addresses, as will be



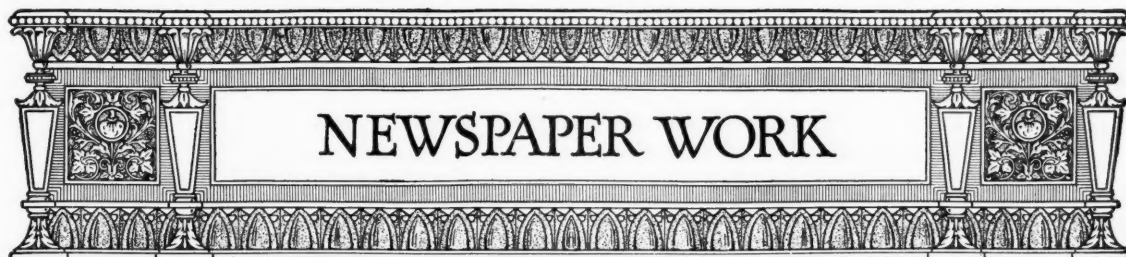
Paul F. Cox.

required on a fast running press if full efficiency of the device is to be maintained. After the addresses have been prepared for the edition, which can be at any time prior to the press hour, the strip reel is placed in position upon the mailer, and without further labor the addresses will be applied to the papers. The club and town markers have been taken care of in this style of addresser as well as in the slug addresser.

Paul F. Cox, the inventor and patentee, states that the present machines, as designed, are intended for flat bed web perfecting presses, such as the Goss Comet and the Cox Duplex, both of which are the original inventions of the Cox brothers, J. L. and Paul F., who are well known to the printing trade. Patents covering these devices have been granted. Other patents are now pending which will in the near future enable the Cox brothers to place the new Press-Address mailers upon the faster rotary machines.

As the inventor of the Press-Address mailer is not a newcomer in the field of printing machinery, serious consideration may well be given his announcement to the public that he has chosen the mailing problem as his new field of operation. His many years of experience in the pressroom and in and about newspaper offices in general will enable him to qualify as one who knows just what is most needed in the mailing room to facilitate the handling of rush mails. The inventor has chosen speed as the paramount object of his invention, while he makes an equally important claim of economy in time and labor.

It is easy for any one to arrive at the conclusion that if the papers, while in the web, are fed to the addresser from the press proper and the addresses are automatically applied, at least one handling of the papers has been dispensed with; also, that if the papers are addressed before they reach the packer box, another operation has taken place which saves time and labor in mailing.



BY G. L. CASWELL.

Editors and publishers of newspapers, desiring criticism or notice of new features in their papers, rate cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to The Inland Printer Company, 632 Sherman street, Chicago. If criticism is desired, a specific request must be made by letter and stamped self addressed envelope enclosed when reply is desired by mail.

How Do You Do, \$5 Weekly!

Here we have it, the \$5 weekly, first of the kind we have observed, and it comes from South Dakota. The Interior (S. D.) *Index* in a recent issue announced that on May 1 it would fix a subscription price for that paper of \$5 a year. The "before the war" price of the *Index* was \$1.50 a year, later going to \$2, but the publisher states that he finds the average price of production now is four times as much as it was before the war, hence the *Index* is worth four times as much as at that time. Many of us are now discussing the \$2.50 price for our papers, and some have put that price into effect; others have even made their price \$3 beyond the second zone limit. Well, somebody has got to pay the increased cost of production, and if not the patrons of the paper, then the publisher is the goat.

What Is "Expensive" Advertising?

Recently we noticed in a chain-store window a sign which read: "You do not have to pay for expensive advertising when you buy goods at this store." Is such a statement the truth? Doubtless the idea it was intended to convey was that other stores doing newspaper advertising had to put the cost on their prices.

We believe that every newspaper ought to combat that idea by a judicious campaign of its own advertising, not by making a direct hit at that particular store, but at the idea.

One of the largest newspaper advertisers in the retail business, comparatively, is Frank P. Mann, at Devil's Lake, North Dakota. Mr. Mann says that he knows advertising does not cost him anything, nor his customers anything, because through it he speeds the turnover and thus not only keeps his stock up fresh but with a smaller percentage of profit he makes more money in the year. He also states that a prominent mail order man told him that they always sent their catalogues and advertising matter into territory where they found the merchants were not advertising. There they get the best results.

There are dozens of other grounds that might also be presented to prove that these merchants who advertise that their stores do not do expensive advertising are not only doing the most expensive advertising possible but that they are losing the opportunity to widen their trade territory, and are actually trying to profit by the trade brought to the city by the merchants and business men who do advertise. But let us take the turnover proposition and show that up to the people generally. If the merchant sells at the rate of \$5,000 a month, turning his stock over at a cost of twenty per cent, and gets an extra five per cent for profit, he has made \$250 a month. If he has failed to advertise and turn over his slow selling goods, he may sell but \$5,000 worth of goods in three months. If he keeps his cost down to twenty per cent of his sales, he can sell as cheaply perhaps as the advertising merchant does, and he will make but \$83 a month. Now, he must make more than that, and to equal the advertising competitor he must add fifteen per cent

for his profit, or thirty-five per cent margin on the goods he sells instead of twenty-five per cent. The rapid turnover of the advertising merchant actually enables him to sell his goods at a lower price and make more money than the other fellow, and people ought to know that the greatest expense attached to business is the failure to advertise and keep things going.

Reasons for Increase in Advertising Rates.

Just now when the question of advertising rates in small-town weeklies and dailies is a subject of debate with every publisher comes the following editorial discussion of the rate question by J. C. Morrison, in his Morris (Minn.) *Tribune*. Readers of THE INLAND PRINTER will pay more attention to this discussion of rates for the reason that Mr. Morrison was for some years editor of the Newspaper Work department of this journal.

Under the heading "Advertising Rates Increased, and Why," *The Tribune's* editorial is as follows:

The Tribune this week paid \$200 for a shipment of print paper. This was the last blow to our delusion that we would be able to weather through these rising costs without revising our advertising rates. The same kind of shipment formerly cost us \$48 to \$50, and we have bought it as low as \$38. Everything else that goes into the making of a newspaper has advanced in price, from the rollers that put the higher priced ink on the higher priced type to the coal that keeps warm the room where the higher paid printers work.

In announcing these advances in rates, we frankly confess that we desire to be absolved by our fellow business men from any charge of profiteering, and for that reason will not confine ourselves to general statements, but submit a detailed survey of what has been happening to the expense account of newspapers.

In 1917 the total cost of producing *The Tribune* was \$6,707.57, an average of \$128.99 a week, or \$13.80 a page for the 486 pages printed that year.

In 1919 the total cost of producing *The Tribune* was \$9,252.89, an average of \$177.94 a week, or \$18.58 a page for each of 498 pages.

In spite of this increase of nearly thirty-five per cent in the page cost, the editor of *The Tribune* was reluctant to announce any advance in advertising costs, because he entertained the hope that there might be an early return to a lower price basis. This hope was shattered, however, by the constantly advancing prices which were reflected in the figures for the first three months of 1920, and made the present advertising rates altogether unlivable.

The total cost of producing *The Tribune* for the first three months of 1920 has been \$2,598.19, an average of \$199.86 a week, or \$22.02 a page for the 118 pages printed during those three months.

Now there is nothing at all mysterious about advertising rates. At \$18 a page for advertising, it is obviously impossible to put enough advertising into a paper costing \$22 a page to pay the cost of production, even if every page, front page and all, were advertising, and the more business at that rate that the publisher has the worse off he is. If all of the paper were advertising, the rate would obviously have to be \$22 a page, but such a publication would be only a store bill and not a newspaper. (For merchants who want that kind of advertising, *The Tribune* job printing department will furnish

them store bills at that rate.) A newspaper, however, is primarily printed for the circulation of reading matter, and the advertising cost per page is in inverse proportion to the amount of reading matter. If half the pages be reading matter and half advertising, then the advertising cost would be \$33 a page. As the advertising proportion

publisher must carry conviction to all of us in these times of price turmoil, and it is better to begin to hedge along toward the higher figures now than to wait six months after the production costs have begun to eat up all the profits.

Observations.

"Every man," said Theodore Roosevelt, "owes something to the profession to which he belongs." It must be apparent that a great many in the newspaper business are not in it as a "profession," for they do not contribute or try to contribute much to the good of the profession as a business.

The Port Huron (Mich.) *Times-Herald*, daily, has started a new publication called *Thumb Prints*, for the benefit of its correspondents in the country and to cultivate better work among them. The initial number was issued April 1, and contains some clever suggestions along the line indicated.

As this issue of *THE INLAND PRINTER* goes to press, members of the National Editorial Association are gathering in convention at Boston, where for five days they will enjoy an unusual program of good newspaper talks and business discussions, intermingled freely with sight-seeing and pleasure jaunts. On June 5 those who have made reservations for the tour of eastern Canada will start on a trip of some thousands of miles of ocean and railway travel, going first up the coast to Yarmouth, Nova Scotia, thence through Prince Edward Island and New Brunswick, and thence westward to Quebec. It is a continuation of the educational tour of Canada that was so much enjoyed by

THE EVENING GAZETTE, THURSDAY, APRIL 22, 1920

Boulware H. Jameson's Page

Ford
THE UNIVERSAL CAR

Jameson's Service Station
Headquarters for Automobile Supplies and Accessories of all kinds. Prides itself on its accommodations for the Motorist and its facilities for dispensing Real Service at all times.

Ford
THE UNIVERSAL CAR

Fordson Tractors

Ford
THE UNIVERSAL CAR

Farm Machinery

Ford
THE UNIVERSAL CAR

Better Tires

Ford
THE UNIVERSAL CAR

BOULWARE H. JAMESON, Fulton, Missouri

Page advertisement from "Special Automotive Edition" of one of the most progressive of Missouri's papers, the *Fulton Gazette*. It shows how a local dealer can take several of the plates supplied by the manufacturer and use them together in a full page display.

on *The Tribune* varies from fifty to seventy-five per cent, so the advertising cost varies from \$44 to \$33 a page, and between these two limits we aim to keep as close as possible to sixty per cent advertising and forty per cent reading matter, which means an advertising cost of \$35.23 a page or 29 cents an inch, on the average.

In arriving at this basis for an advertising rate, mechanical cost alone is considered, and no charge is made for the high quality of the service rendered. Advertising service might very properly be charged for on the basis of its value to the customer rather than on the basis of its cost, but such an ideal arrangement is not possible at this time.

Irregular and intermittent advertising costs much more to handle than steady advertising, and in the new rate card *The Tribune* adheres to its long established policy of recognizing this difference.

Our regular space contract rates will be: one week, 40 cents an inch; four weeks, 30 cents an inch; one year, 20 cents; every other week for a year, 25 cents. Open space contract rate: 500 inches, 25 cents; 1,000 inches, 20 cents.

In all the above we grant that Mr. Morrison has given some reliable figures, as he has operated on a cost system basis for ten years. But we are led to question the sliding scale of rates he here promulgates, for the reason that if his advertising space costs 29 cents an inch on the average, he still grants contractors for 1,000 inches or more a rate of 20 cents an inch. It occurs to us to ask why he should take a loss of 9 cents an inch on any of his space, or of 4 cents an inch on 500-inch contracts. Obviously, if very many of his business houses took advantage of the lowest rates made, the business would bankrupt the paper, unless a very large amount of transient business was also secured to offset it. However, the experience of this careful

THE REPUBLICAN-REGISTER

Published by the Republican-Register Co., Chicago, Ill.

EUROPEANS MUST RETURN TO HARD WORK	TREATY PRES PREPARING FOR ATTACK	SUMMARIZE RESULTS OF PROCEEDINGS	DEMAND FOR SURRENDER
STORM NOW AT HEARTH	FOUND MONEY IN ENVELOPE	FAVOR RUIN OF GOVERNMENT	REUNION OF TRADE WITH RUSSIA IS NOW IMPOSSIBLE
THE WEATHER	THE WEATHER	THE WEATHER	THE WEATHER

Those publishers and makeup men who insist it is impossible to arrange headings in a symmetrical and well balanced manner—therefore orderly—should study this page for a moment. E. Roy Lowmes, of Galesburg, Illinois, is responsible for the neat and interesting makeup of this page.

218 editorial people last year. Incidentally, it is hoped that this annual convention at Boston will further perfect the real business organization of the N. E. A. to make it a force and factor in newspaper matters nationally for the good of the thousands of smaller weekly and daily papers.

REVIEW OF NEWSPAPERS AND ADVERTISEMENTS.

BY J. L. FRAZIER.

E. ROY LOWNES, Galesburg, Illinois.—The first page of the *Republican-Register* you sent us is excellent. There are sufficient headings in a nice variety of sizes and styles. These are symmetrically arranged throughout the page, giving an orderly and interesting appearance. It is reproduced.

The Sisseton Courier, Sisseton, South Dakota.—You are producing an excellent paper, presswork being especially good. Advertisements, while not out of the ordinary, are well displayed and simply arranged, which means they are good. While they can not be especially praised, they can not be considered ineffectual. We note with pleasure that on all pages except the last the pyramid makeup is followed.

The Como Herald, Como, Texas.—Advertisements are excellent. Good judgment was exercised in selecting the real important points in each, emphasizing these points effectively and making the remaining matter simple and easy to read. Presswork is pale in spots, due perhaps to worn places in the tympan or to the fact that the fountain screws were not uniformly set. The volume of advertising carried makes it impossible to maintain a clean first page with but four pages in the issue.

M. L. MOODY, McLean, Texas.—The advertisements you sent us some time ago are excellent, and they demonstrate what can be accomplished with good type faces by simple arrangement and well chosen display. The Century is a wonderfully legible face for text matter of advertisements, and when in combination with New Caslon display it makes clean cut and readable advertisements. One specimen of your work is reproduced.

WHAT claims to be the smallest newspaper in the world has recently made its appearance in New York city. Its sole object is to interest the public in the community work of New York neighborhood houses, but it has ambitiously set out to embody in itself all the features and departments of a

gest hand-set headings one size smaller than those now in use at tops of columns. These would live up the paper materially. The machine-set headings do not stand out at all and can not therefore furnish guides to the contents as headings should. The advertisements are well arranged and displayed, but their arrangement on the pages is not good. The paper would gain considerably in appearance if the advertisements were placed according to the pyramid, that is if they were grouped in the lower right-hand corner of the page. Presswork is praiseworthy.

The Evening Gazette, Fulton, Missouri.—We have long admired this paper. Every copy we have seen bears evidence of careful editing and good management, and the mechanical details of production are consistent with

Grand Fall Showing of the Newest Styles in Coats and Suits

The season's new style "motifs" are beautifully fashioned—in a variety of wonderfully attractive models.

Here you will find the utmost expression of the latest fashion authorities, adapted to practical American "garments of quality."

The wide variety of effects shown affords you an opportunity to select just the particular type of suit or coat which best pleases your individual fancy.

The season's newest materials in all late shades are represented.

QUALITY is the dominating factor which we have emphasized when selecting our fall styles for your use.

Beautifully finished garments, handsomely embellished and skillfully finished at very moderate prices, from—

\$25 to \$75

We Urge an Early Inspection

NEW SILK DRESS GOODS

First in the world to present you these latest style materials, French crepe de chine and some others, the time of sale is here. But in all the new fall shades, such as brown, blue, green, black, maroon and others.

—at Coffey's

M. L. Moody, McLean, Texas, has the happy faculty for using good type faces and holding to simple arrangements. The result is clean cut, forceful and easy to read display advertising for the *McLean News*, as the example above will demonstrate.

Extra

Better Times

SMALLEST NEWSPAPER IN THE WORLD

PRICE
5c

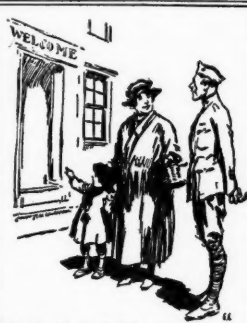
Vol. 1, No. 1 Published Monthly by the United Neighborhood Houses of New York Jan. 1920

Roosevelt Says Neighborhood Houses Make Links out of Hyphens; War Camp Continues its Community Work on Peace Basis

Community Service

Carries On
New York Community Service is the unassuming but hopeful offspring of a decidedly worthy parent, New York War Camp Community Service, which, during the period of the War rendered service to upward of three million men in uniform. As "War Camp" served uniformed men in war, so in peace its successor, Community Service, will carry on to serve even more millions wearing the uniform of every day life.

Community Service has been called upon to continue this work among uniformed men and to extend it to all the people who make up the great Community of New York City. This call has come from many organizations and individuals, each one saying



YOU SEE, HARRY, WE HAVE THE "NEIGHBORHOOD HOUSE" JUST LIKE YOU HAVE THE "W.C.C.S."

Government Praises Settlement War Work.

New York City and the United States Government should be proud of the war service rendered by the settlement houses of this city, according to Hon. Carter Glass, Ex-Secretary of War.

(Cont. on p. 7)

Volunteer Workers Wanted

The United Neighborhood Houses of New York has begun a campaign for volunteer workers to help carry on the activities of the forty-odd houses belonging to the organization. There are more than half a hundred neighbor-

(Cont. on p. 2)

Praises Houses For Americanization Work

"Much of the extreme radicalism in New York City arises," said Lt. Col. Theodore Roosevelt to a representative of BETTER TIMES, "from immigrants who do not speak the English language nor have the slightest conception of the fundamental principles of the institutions of this country. Americanization work in New York City is of the greatest importance. Nearly half a million people in this city cannot speak English. About 150 foreign language newspapers and magazines are published in New York. Everyone who knows the conditions in the immigrant districts must realize the great need for Americanization work. There are more than half a hundred neighbor-

(Cont. on p. 3)

the excellence of the paper otherwise. The "Special Automotive Edition" is no exception to the rule, and it seems a wonderful thing to put over a twenty-four page special of this particular kind in a city of less than 10,000. From a physical standpoint the outstanding good features are excellent presswork and excellent advertising display. Makeup is not up to the same standard, as a clean first page is not obtained on the first section. On most of the pages the advertisements are placed according to the pyramid, although exceptions to this rule are found in several instances. All in all, however, it is a remarkable edition of a remarkable small-town paper. An interesting page advertisement made up mainly of five two-column Ford standard advertisements is reproduced.

JOHN M. STONE, South Bend, Indiana.—The *Journal* is a handsome paper, the first pages of all issues sent us being made up in a pleasing and interesting manner. Presswork is also good. Makeup of text pages is sometimes not so good as it ought to be, the faults being in the placing of advertisements without order or system, and the attempt to get more advertisements on a page than can be accommodated. The pages are often made up according to the best standard, the pyramid, which causes us to wonder at the poor arrangements sometimes found. Some of the extra condensed display types you employ could well be discarded, as they detract from the generally good arrangements and the intelligent display by which the advertisements are largely characterized. In some instances we note too many lines have been emphasized. It is not good display to attempt to tell everything in the big type; the effect of too much display is distracting and under that condition the result is the same, if not worse, than if no display were used. You could just as well use plain rules of uniform size for borders throughout the paper, as the variety of styles and weight of borders add nothing of value to the advertisements and make the appearance of the paper less attractive than if a uniform style of border were consistently used.

Canby Press, Canby, Minnesota.—Although a remarkable paper in the editorial enterprise indicated, the *Press* is subject to improvement in a mechanical way. As a rule, there are too many headings on the first page for a weekly paper, in fact the more conservative dailies which get news "right off the bat" are tame so far as makeup is concerned as compared with the *Press*. The usual rule, so far as "country" papers are concerned, is to lack in news headings rather than have too many. Practice a little more restraint in this respect, and you will have a fine first page. The advertisements are decidedly effective in a publicity way, although we are sure they would be equally so — and more pleasing, perhaps better advertising — if fewer points were emphasized in some of them. Overemphasis is as bad as insufficient emphasis. Furthermore, we doubt the value of such extraordinarily large display as is found in many of them. The advertisements should be more uniformly distributed throughout the paper. On some pages, we note, there are quite too many advertisements, whereas on others more could be accommodated. Too many advertisements on a page will suggest to readers a lack of news, which is a bad impression to permit to become prevalent. The too general use of condensed, extended and regular shapes of display type in individual advertisements is a fault that your compositors should avoid, and which, we feel sure from the type equipment you have, they can do. In general, however, the *Press* is a fine paper and justifies you if you have a sense of pride in it.

First page of the smallest "regular" newspaper published. The page size is 4 by 5½ inches. It is issued by the United Neighborhood Houses, of New York city.

metropolitan daily. *Better Times*, as the little journal is called, is being published by the United Neighborhood Houses of New York, 70 Fifth avenue, the clearing house of forty-five settlements. It is 4 by 5½ inches in size and contains eight pages of news, comment and cartoons on the activities of these organizations. The first page is shown here.

The Pleasant Hill Times, Pleasant Hill, Missouri.—The paper is a good one, although from a physical standpoint it could be improved in several ways. Three display news headings are not enough on a page the size of the *Times*. For the items over which machine-set headings appear we sug-



This department is designed particularly for the review of technical publications pertaining to the printing industry. The Inland Printer Company will receive and transmit orders for any book or publication. A list of technical books kept in stock will be found in our catalogue, a copy of which will be sent upon request.

"Attainable Ideals in Newspaper Advertising."

The Committee for Newspaper Research has recently announced the publication of "Attainable Ideals in Newspaper Advertising," an impartial study of the best and most effective ways for national and local advertisers to use newspaper space.

The book is the product of a dozen or more experts, working under the leadership of Carl W. Jones, advertising manager of the *Minneapolis Journal*, who conceived and developed the idea; Benjamin Sherbow, the typographical expert; Richard Walsh and Merrill Rogers, the advertising authorities. Ten thousand copies of these expensive productions have been printed and will be distributed throughout the country. The book was produced under the auspices of the *Brooklyn Eagle*, *Minneapolis Journal*, *Des Moines Capital*, *Sacramento Bee*, *Milwaukee Journal*, *Omaha World-Herald*, and also O'Mara & Ormsbee, the national representatives of these papers.

The book is in two parts, Part 1 being text matter which takes up the points for and against the newspaper as an advertising medium. Part 2 takes up the problem of getting satisfactory effects in illustration, reproduction and typography with newspaper stock and facilities. It is illustrative and suggestive, and consists of a forty-page newspaper printed on newspaper stock, under regular newspaper conditions.

The matter of greatest interest to printers and compositors is contained in Part 2, which is filled with specially prepared sample advertisements to demonstrate the use of illustrations, processes of engraving, and typography best adapted to newspaper advertising. In addition, the manner in which the best effects in copy, illustration, engraving and typography can be achieved is discussed at length. There are also five technical articles, as follows: "Effective Copy for the Newspaper Advertisement," "Layout Analysis," "The Best Use of Illustration in Newspaper Advertising," "The Best Engraving Processes for Newspaper Advertising," "The Effective Use of Type in Newspaper Advertising."

In the chapter on "Layout Analysis" a representative group of advertisements, in varying sizes, has been considered with the purpose of developing a method of approach to the problem of the layout. Layouts have been dissected, their component parts have been defined, and ten common elements, some of which all layouts must contain, are named: (1) text; (2) headline and subheads; (3) main illustration or illustrations, or diagram; (4) minor illustration or illustrations, or diagram; (5) logotype display of name of product or company; (6) product; (7) trade mark; (8) decoration; (9) package; (10) panel containing text or illustration or both. If these layouts are studied with a view to discovering what they are expected to do, the reason for the peculiar arrangement of the layout elements in each one will be evident.

Four full sized newspaper pages are devoted to the chapter, "The Effective Use of Type in Newspaper Advertising." The selling value of type in advertising is emphasized by concrete examples and by comparison of good and bad display.

Display type and body type are discussed separately, and this chapter, as well as the entire book, shows the work of Benjamin Sherbow, that master typographer who never set a line of type, but who knows type.

This book is one of the greatest contributions ever made to advertisers and printers, and without doubt will come to be known as one of the standard texts on advertising and composition. Communications should be addressed to the Committee for Newspaper Research, 225 Fifth avenue, New York city, or to any of the newspapers cooperating in the publication of the book.

"The American Newspaper Annual and Directory."

The fifty-second annual edition of this review of the American newspaper and magazine field has recently been received by THE INLAND PRINTER. The book was first issued in 1860, and the introductory pages of the 1920 edition contain a review of the newspaper industry half a century ago, also a list of American newspapers which have completed a century of continuous existence.

The book is full of valuable information for those who have dealings with periodical publications of any kind, special care being taken by the publishers to give accurate circulation figures. Another valuable feature is the vast amount of gazetteer information, giving census figures, and data regarding transportation, banking and other facilities in each of the 10,988 towns in which newspapers are published.

"The American Newspaper Annual and Directory," published by N. W. Ayer & Son, Philadelphia. Price, \$10.

"Newspaper Editing."

This book has been prepared as a manual for the newspaper desk man and as a text book for classes in editing in the schools of journalism. A number of general works in journalism have been published recently, but this book has been written to fill the need of the copy reader. It is uniform in style and binding with "Newspaper Reporting and Correspondence," a former work of the author, Grant Milnor Hyde, instructor in journalism in the University of Wisconsin.

The book takes up not only the "tools" and methods of the copy editor, but since desk work is many times regarded as drudgery, the author has placed special stress on the possibilities of this particular branch of newspaper work. Part 1 discusses the routine work of a copy editor, such as headline writing, proofreading, newspaper makeup, etc. Part 2 gives a discussion of type and printing processes, and for the small newspaper editor there is a chapter on "Small Publication Work." A list of significant dates in the history of printing and in the development of the newspaper, and a condensed style sheet complete the volume.

"Newspaper Editing," by Grant Milnor Hyde. Published by D. Appleton & Co., 35 West Thirty-second street, New York city. Price, \$2.50.

TRADE NOTES

Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

Howells Began as a Printer.

With the death of William Dean Howells, at the age of eighty-four, passed the dean of American letters. He was proud of telling, during his life, that he composed his first literature in a composing stick when he was still so small that he had to stand on a box to reach the case. His father owned the *Intelligencer* in Hamilton, Ohio, and here young Howells at the age of nine years set his first piece for his father's paper by composing it as he dropped the type into the stick. Those early days spent in the printing office were of great service to him through his career, particularly during the fourteen years he was editor of the *Atlantic Monthly* and the many years up to his death that he was in "The Editor's Easy Chair" of *Harper's Magazine*. As an author he averaged two books a year.

Printer Who Turned Inventor.

John W. Hyatt, the inventor of celluloid, who died in New Jersey at the age of eighty-two, began as a printer. Born in New York State, he came to Illinois at the age of sixteen, and started to learn the printing trade. He worked at it for eleven years, when he turned his attention to invention, for which he showed some genius in the printing office. From that time until his death he received over two hundred patents. The most notable ones were for celluloid, as well as the material from which billiard balls are made; the method for solidifying wood used in mallet heads, balls for bowling, golf sticks, etc.; the Hyatt roller bearings; a sewing machine that sews fifty lock stitches at one time; a method for purifying water, and a machine for extracting the juice from sugar cane.

Mergenthaler Proposed for Hall of Fame.

In recognition of the great service rendered humanity by the inventor of the linotype, the officers and directors of the American Newspaper Publishers' Association, at a meeting held in connection with the recent convention at the Waldorf-Astoria Hotel, New York city, were presented with a resolution proposing the name of Ottmar Mergenthaler for enrolment in the Hall of Fame.

Ottmar Mergenthaler was born in Wurttemberg, Germany, May 10, 1854, and died at Baltimore, Maryland, October 28, 1899. At the age of eighteen he came to this country and entered the employ of the United States Government as a watchmaker.

In 1876 he removed to Baltimore, where he devoted himself to perfecting a typesetting machine. On this he spent several years, his inventions going through four stages, the last of which was the linotype.

When it is considered how the world has been served by the more than 39,000 lino-



Ottmar Mergenthaler.

types that have been manufactured, it seems a fitting and commendable thing that the name of Ottmar Mergenthaler, inventor of the linotype, should be inscribed in a prominent place on the roll of honor which perpetuates the memory of the world's greatest benefactors of mankind.

Chicago Estimating Class Guests of Franklin-Typothetæ.

Twenty-nine members of the 1920 estimating class of the Franklin-Typothetæ of Chicago received certificates at the educational meeting of the organization May 20. This class, one of the largest in the country, started with 124 members; 90 took the entire course, quite a large number creditably completing the work and finishing the final examinations. J. W. Hastie welcomed the members of the class, who were guests of the organization for the evening. Maj. J. Lee Nicholson, C. P. A., gave an interesting address on cost accounting and education. While not a printer, Major Nicholson is an authority on cost accounting, and his talk was both interesting and instructive. T. E. Donnelley, president of R. R. Donnelley &

Sons Company, spoke on "A Message to Printers." He reviewed some of the struggles of the printing industry during the past thirty years in bringing the trade to its present high standard, and urged the coming executives of the printing business to show as much progress in the next thirty years. T. E. Quin presented the certificates to the graduates.

M. Walter Dunne.

M. Walter Dunne, formerly connected with P. F. Collier & Sons, publishers, and associated with the late Peter F. Collier in building up the business, died on April 9 at a private hospital at Brentwood, Long Island. Mr. Dunne was born in Ireland fifty-five years ago, coming to America as a boy. During his publishing experience he was active in the direction of the preparation of a translation of Guy de Maupassant's works, several editions of the classics, as well as the publication of an edition of the Church of England Prayer Book. He retired two years ago because of ill health.

Annual Meeting of the Western New York Publishers' Association.

A very enjoyable, instructive and constructive meeting of the Western New York Newspaper Publishers' Association was held in Rochester, April 17, according to the printed report, a copy of which was sent to the editor of *THE INLAND PRINTER*.

In his talk on "A Fair Advertising Rate," W. B. Sanders, of Nunda, urged the imperative necessity of each publisher finding out his advertising cost per inch, this cost to be used as a basis for establishing the advertising rate for his newspaper. Edgar S. Barnes, of the *Genesee Republican*, told of his experiences in advancing his paper recently to \$2 a year. "The Press and the Pulpit" was the subject discussed by Rev. E. A. Matthews, of Wellsville. Carl D. Smith, of the *Victor Herald*, advocated greater coöperation among printers in each community. The Standard cost finding system and the Franklin printing price list were discussed, and their adoption was urged by the publishers.

John E. DuBois, of the *Newark Union-Gazette*, was re-elected president of the association. Other officers are: Vice-President, Edward M. Perkins, *LeRoy Gazette*; secretary-treasurer, C. Reed Clark, *Perry Record*; chairman of Executive Committee, Frank E. Gannett, *Rochester Times-Union*.

New York Employing Printers Pay Tribute to William Green.

In recognition of the service rendered to the organizations of employing printers of New York, when as head of a committee of



William Green.

five appointed in April, 1919, to adjust labor difficulties, he was active in effecting a settlement with the various allied unions, William Green, president of the United Typothetae of America, was presented by his associates with the deed to a house and lot in New Rochelle, New York, at the amalgamation meeting of the Association of Employing Printers and the New York Master Printers' Association held April 19.

The presentation was made by Ernest F. Eilert, president of the New York Employing Printers' Association, following the final report of the committee by Mr. Green. The gift came as a complete surprise to Mr. Green, and following the presentation, he humorously suggested that another strike be started next fall. A large bouquet of roses was also presented to him.

Craftsmen to Meet in Washington, D. C., August 21 to 23.

Brief mention was made in the May issue of THE INLAND PRINTER of the first annual meeting of the International Association of Printing House Craftsmen, to be held in Washington, D. C., August 21 to 23.

The convention committee is planning to make a pronounced success of this, the first convention of the organization, and thereby set a pace for future gatherings of this kind. The purpose is to furnish its delegates profitable entertainment in connection with the business of the convention. In addition to a ride through the big parks of the city, visits will be made to the Government Printing Office and to the Bureau of Engraving and Printing. The advisability of having an exposition of appliances in the printing and allied trades, and an exhibition of samples of fine printing, for the benefit of the delegates, has been suggested. If approved, the exposition will be continued

for a week or ten days, for the benefit of the local craftsmen. A souvenir publication in magazine form, including valuable information to the craft at large, will be issued by the committee.

The convention will be held at the Ebbitt Hotel, and the business sessions will be conducted in the renowned Crystal Room of that building. The first meeting will be held at ten o'clock on the morning of August 21, the subsequent meetings to be controlled by the action of the convention.

W. C. Deane, secretary of the committee, will be glad to give further information to persons interested in the convention. Mr. Deane may be addressed at 2900 Fourteenth street, N. W., Washington, D. C.

American Writing Paper Company Adds to Staff.

Robert E. Ramsay has been appointed director of the departments of sales promotion, advertising and publicity of the American Writing Paper Company, according to a recent announcement received by THE INLAND PRINTER. Prior to joining that company Mr. Ramsay was editor of *Advertising and Selling*. He has had considerable experience in advertising and salesmanship with some of the largest manufacturing concerns in the country. Mr. Ramsay is the author of the new book, "Effective House Organs," and is a contributor to several magazines, including THE INLAND PRINTER.

The American Writing Paper Company announces further increases in the personnel of its departments of sales promotion,

France came out in June, 1919, as a first lieutenant. Before joining the company's forces Mr. Spaulding gathered experience in the advertising department of one of the large stores of Boston.

William Robins' work in the sales promotion department will include the systematizing of the large mailing lists, which have grown to considerable proportions. Mr. Robins has had much advertising experience with Sperry & Hutchinson, and with the *New York Times*, also with the O. J. Gude Company, one of the largest advertising agencies in the country.

Joseph Hays Passes Away.

As the last forms for this issue were being closed we received the sad news of the death of Joseph Hays, manager of the typographic and advertising departments of the Lanston Monotype Company, Philadelphia. Mr. Hays passed away on May 18, after a severe attack of pleuro-pneumonia following the grippe.

Miller Feeders Sell at Auction at Prices in Excess of Regular Selling Price.

A. W. Barrett, London representative of the Miller Saw-Trimmer Company, of Pittsburgh, sends the following interesting account of the recent resale of a Miller automatic feeder at Cardiff, Wales: "Mr. Ward, of *Ward's Maritime Review*, recently conducted an auction sale of printing machinery, which included a 12 by 18 Miller unit. This unit



Home in New Rochelle, New York, Presented to William Green in Recognition of Service Rendered Employing Printers of New York.

publicity and advertising: Almon W. Spaulding and William Robins, both of whom began their duties last month.

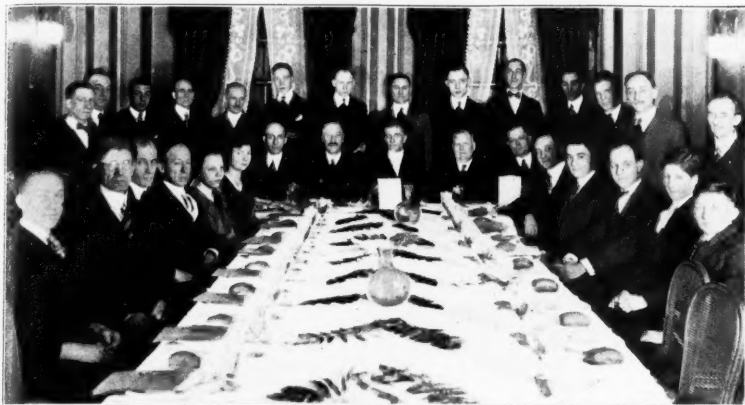
Mr. Spaulding is a native of Massachusetts, his home town being Newton. He was graduated from the Massachusetts Agricultural College in 1917, and soon afterward enlisted as a private in the United States Ambulance Service with the French Army, and after serving twenty-two months in

sold under the hammer for £90 more than the present sale price. It was the only machine in the entire plant that exceeded its original value in price."

The sale of this feeder parallels the sale of a Miller feeder by auction April 7, in the plant of the United Printing & Stationery Company, of Philadelphia. That machine, attached to an old press, brought \$1,125. It was purchased a few months before for \$800.

Baird Printing Company Holds Annual Banquet.

Saturday, May 1, the Baird Printing Company, of Chicago, held its tenth annual banquet in the Hotel La Salle, which was followed by a theater party at one of the



Tenth Annual Banquet of the Baird Printing Company, Chicago, Illinois.

local theaters. Immediately after the show, Mr. Baird, head of the concern, presented each employee with a check, the amounts being prorated according to the term of service.

These annual banquets and other expressions of interest and good will by Mr. Baird have done much toward creating a unity of purpose between the firm and the working staff. From a meager beginning in 1910 with only three men and a working capital of a few hundred dollars, the plant has grown to be one of the largest and most modernly equipped advertising composition plants in the country. The concern numbers among its clientele many of the largest advertising men and advertising agencies in the United States. The advertisements prepared by the Baird company appear not only in the leading magazines and periodicals of this country, but are being published in foreign lands as well.

One of Mr. Baird's associates characterizes his chief thus: "Though forceful and exacting in strictly business matters, he is more than an employer — he is a congenial, companionable, fellow workman, commanding respect of all by granting that same respect whenever and wherever it is deserved. Such men succeed because they deserve to succeed."

Printers' Supplymen's Club of Chicago Holds May Meeting.

The regular monthly dinner-meeting of the Printers' Supplymen's Club of Chicago was held Friday, May 7. After the dinner and the transaction of routine business, the president introduced the speaker of the evening, E. L. Wilson, production engineer with the Regan Printing House, Chicago. Mr. Wilson took for his subject "The Salesman from the Buyer's Viewpoint." His talk was well received by the members of the club, who welcomed the opportunity of hearing something from the other side of the printing

business. In view of the points the speaker brought out, it was suggested that a better title for his talk would have been, "Don'ts for Salesmen."

The secretary of the club was instructed to make arrangements for the annual ladies' night, at the Terrace Garden, one of the

show places of Chicago, on the evening of June 4. This meeting closes the activities of the club until September.

Evangelical Press to Be Enlarged to Six Stories.

With the reunion of the United Evangelical Church and the Evangelical Association, which is now said to be a certainty, the pres-

lished its publishing house in Harrisburg, Pennsylvania. It was enlarged from time to time until January, 1917, when the building of the present modern plant was begun.

At a reception given by the Evangelical Press to the Kiwanis Club of Harrisburg recently, James J. Nungesser, manager of the plant, stated that the Press has never been run for individual profit. It has no stockholders and has declared no dividends. It was established on borrowed money, and all additions and extensions were paid for out of earnings. Whatever surplus is earned each year, over the cost of extensions and operation, is paid out in gratuities to superannuated clergymen and to the widows and orphans of clergymen.

New Achievement in Manufacture of Catalogue Cover.

A new achievement in the manufacture of catalogue cover paper for embossing and unusual and striking color effects, is announced by the Peninsular Paper Company, of Ypsilanti, Michigan, originators of the Neapolitan cover. The new cover product, made by a special process, is said to bring out very distinctly laid marks and to give more pleasing light and dark effects. The surface is more uniform than that of ordinary laid cover stock, and affords much better printing qualities.

The texture of the product is strengthened by the use of a larger amount of rags, which softens the surface so that the sharpest embossing does not break or injure its fibre. This construction also enables more perfect folding. It may be used on work requiring antique paper. The prime consideration



Present Plant of the Evangelical Press, Harrisburg, Pennsylvania, Soon to Be Enlarged to Six Stories.

ent plant of the Evangelical Press, valued at \$750,000 will be enlarged with the addition of two or three more stories to cover the area of the present structure, which occupies an entire block in the business section of Harrisburg, Pennsylvania.

The first publishing house of the denomination was established in a building 20 by 26 feet, in New Berlin, Pennsylvania, in 1717. A larger plant was built there in 1819, and in 1854 the plant was removed to Cleveland, Ohio. Following a division of the Evangelical denomination into the Evangelical Association and the United Evangelical Church, the United Evangelical branch estab-

lished its publishing house in Harrisburg, Pennsylvania. It was enlarged from time to time until January, 1917, when the building of the present modern plant was begun. According to the manufacturers, is to supply a cover of dignity. The cover paper is carried in stock in standard sizes and weights, and is made in a range of colors, from white through neutral shades to dark brown and green, and of such variety as to take any combination of inks.

Ink Firm to Manufacture in South America.

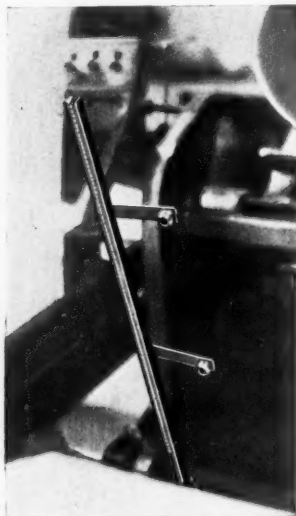
Chas. H. Ault, president of the Jaenecke-Ault Company, printing ink and dry color manufacturers, of Newark, New Jersey, recently returned from a four months' trip, going first to South America and visiting all

the principal cities therein, after which he went to England and France. Mr. Ault found the printing business going strong everywhere in his travels, and was particularly impressed with the favorable opportunity for an extension of American export trade, but emphasized the necessity of better service, both freight and passenger, the latter particularly, to the foreign countries. The Jaenecke-Ault Company has a completely equipped branch establishment in Buenos Aires and is also preparing to do considerable manufacturing there.

Brown Split Grippers for Platen Presses.

George H. Brown, dealer in print shop specialties, is introducing his split grippers to the trade. These grippers are novel in action, permitting the pressman to print and perforate, crease, or punch at one operation, yet they are simple in construction and easily attached by any pressman.

As the illustration shows, the gripper is split for the insertion of a perforating blade, creasing blade, or punching die. Since the attachment is part of the gripper and is not inked, a clean job is assured. The perforation is made by the furniture in the form coming in contact with the gripper when the



The Brown Split Gripper with Perforating Blade and Punching Die in Operating Position.

impression is taken. The split gripper also may be used as an ordinary gripper if it is so desired.

Mr. Brown offers to refund the purchase price of a set if they do not prove satisfactory. He may be addressed at 172 West Clifford street, Providence, Rhode Island.

Welch-Haffner Printing Company Succeeds Brock-Haffner Press.

Charles M. Welch, for four years vice-president and general manager of the Brock-Haffner Press Company, Denver, has purchased the shares in the company heretofore owned by B. F. Scribner and John L. Brock, and the name of the corporation has been changed to The Welch-Haffner Printing

Company. The officers and directors are: Charles M. Welch, president and treasurer; Philip H. Welch, his son, who since his return from overseas service with the Second Division, United States Army, has been connected with the Omaha Printing Company of Omaha, vice-president; O. E. Haffner, son of the late Frank J. Haffner, founder of the business, secretary. The company operates a complete photoengraving, printing and bindery establishment and specializes in color plate making and color printing. Charles H. Brown, who has been assistant general manager, has been made general manager, and A. C. Steffens continues as superintendent. The company, which has recently increased its capacity by the installation of new equipment, is planning to take into the concern as stockholders a number of employees in recognition of long service. Mr. Welch, who is now in control, was formerly a newspaper man at Syracuse, New York.

Chicago Craftsmen Hold May Meeting.

L. W. Claybourn, of the Menasha Printing & Carton Company, Menasha, Wisconsin, was the speaker at the regular meeting of the Chicago Club of Printing House Craftsmen, Tuesday, May 18. Following the dinner and business session, Mr. Claybourn gave his lecture on "Perfecting or Correcting of a Printing Plate." His talk was illustrated by moving pictures showing machinery and methods used in the manufacture of plates which are said to be correct as to printing height and which require no make ready. He also explained the method of making a non-stretch curved plate for rotary presses. Mr. Claybourn's lecture was at once interesting and instructive, and was the subject of considerable discussion by the members of the club.

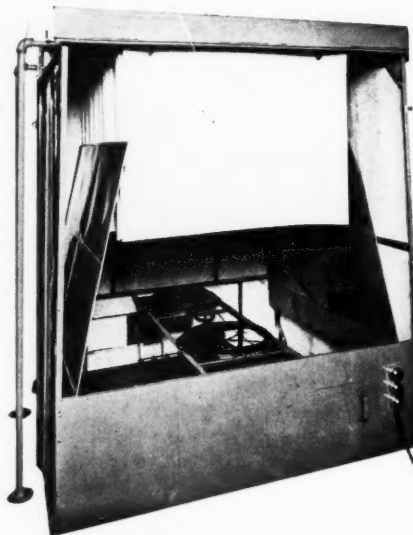
Delegates were elected for the first annual convention of the International Association of Printing House Craftsmen, to be held in Washington, D. C., August 21, 22 and 23.

The Poggel Paper Seasoner.

Printers and lithographers do not need to be told of the difficulties in using green, unseasoned paper. The losses in spoiled stock and the time wasted in make ready on work requiring close register, are familiar to all. In order to season the stock, it has been necessary to depend on more or less haphazard processes, which require large floor space and have been quite independent. Results were largely dependent on weather conditions, and the heat of the ordinary process is of considerable discomfort to the employees.

To overcome these disadvantages, the Poggel Paper Seasoner has been designed. Its inventor, himself a lithographer of long experience, fully appreciates the essentials of a successful paper seasoner. The Poggel Paper Seasoner occupies a minimum of floor space, and is said to do its work regardless of weather conditions. Being totally enclosed and heat insulated, it may be operated in the pressroom.

The illustration shows a "charge" of paper in place with the cabinet rolled under the frame. After the doors are closed, the machine is ready for operation. The air makes a complete cycle, and the temperature of the paper is raised to 140° F. by the hot,



The Poggel Paper Seasoner With "Charge" of Paper to Be Seasoned.

dry air, and is then reduced to the temperature of the room, when the paper is ready for the press.

This device will doubtless meet with favor among the printers and lithographers of the country. Prices and terms may be had upon application to the Advance Manufacturing Company, 236 West Jefferson street, Louisville, Kentucky.

Horton Manufacturing Company Issues Descriptive Booklet.

The Horton Manufacturing Company, 3008 to 3016 University avenue, S. E., Minneapolis, Minnesota, has recently issued a booklet of general description and installation instructions for the Horton Variable Speed Pulleys. Its sixteen pages are packed with useful information for the printer who is interested in better power transmission. Horton pulleys are now made for creasing and embossing presses, cylinder presses, folding machines, automatic presses, as well as for platen presses.

Kucher & Miller to Handle the Taylor Adjustable Type Mold.

Albert Ribaut, who has been selling the Taylor adjustable type mold, announces that he has turned the business over to Kucher & Miller, Inc., 34 Barclay street, New York city. Mr. Ribaut informs THE INLAND PRINTER that those people have manufactured the mold for him since he first took up the proposition. He has been conducting the business as a side line, but found that it took too much time from his regular occupation. Mr. Ribaut is employed as a monotype machinist with the M. B. Brown Printing Company, New York city, having charge of nine casters and nine keyboards.

THE INLAND PRINTER

HARRY HILLMAN, EDITOR.

Published monthly by

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

NEW YORK ADVERTISING OFFICE, 41 PARK ROW.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY,
632 SHERMAN STREET, CHICAGO.

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No. 3

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

Members of Audit Bureau of Circulations; Associated Business Papers, Inc.; National Editorial Association; Graphic Arts Association Departmental of the Associated Advertising Clubs of the World; New York Master Printers' Association; Printers' Supplymen's Club of Chicago.

SUBSCRIPTION RATES.

One year, \$4.00; six months, \$2.00; payable always in advance. Sample copies, 40 cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions Expire. the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions. — To Canada, postage prepaid, four dollars and fifty cents; to all other countries within the postal union, postage prepaid, five dollars per annum in advance. Make foreign money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.—Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news dealers who do not keep it on sale.

ADVERTISING RATES.

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

FOREIGN AGENTS.

JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England.

RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.

RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.

PENROSE & Co., 109 Farringdon Road, London, E. C., England.

WM. DAWSON & SONS, Cannon House, Brems buildings, London, E. C., England.

ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.

ALEX. COWAN & SONS (Limited), Wellington, New Zealand.

F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.

H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.

JOHN DICKINSON & Co. (Limited), Cape Town, Durban and Johannesburg, South Africa.

A. OUDSHOORN, 23 Avenue de Gravelle, Charenton, France.

WANT ADVERTISEMENTS

Prices for this department: Under heading "Situations Wanted," 35 cents per line; minimum, 70 cents; three lines for \$1.00. Under all other headings, price is 50 cents per line; minimum, \$1.00. Count ten words to the line. Address to be counted. Price the same whether one or more insertions are taken. **Cash must accompany order.** The insertion of ads received in Chicago later than the fifteenth of the month preceding publication not guaranteed. We can not send copies of THE INLAND PRINTER Free to classified advertisers. Remit 40 cents additional if copy is desired.

BUSINESS OPPORTUNITIES.

PROSPEROUS-GOING PRINTING PLANT FOR SALE—Including good-will and machinery, complete composing room, pressroom and bindery; equipment all of latest design and handling high-class, big edition magazine and catalogue printing; centrally located—New York city; owner wishes to be relieved of responsibility; replacement value of plant, \$375,000; can be purchased for \$300,000; \$100,000 cash, balance arranged on suitable terms; unusual opportunity for person with capital to take up and continue on with a prosperous, well-established business. C 143.

FOR SALE—Printing, lithograph, monotype, bindery and poster plant in Pennsylvania; work comes by mail from many states; owner has over 600 live engravings; sale must be immediate, account of serious illness. If plant is not sold as a whole, will sell lithographing, press printing, monotype or poster plant separate. Particulars upon request. PECKHAM MACHINERY CO., Marbridge bldg., 34th and Broadway, New York city.

FOR SALE—Printing plant, modern, well-equipped; 30 miles from New York; established yearly business of \$150,000; model plant, excellent good will, proven profits; reason for selling: illness of owner and inability to carry on with the continual rapid growth; buyer must have \$40,000—balance easy terms. C 138.

FOR SALE—Whole or half interest in prosperous printing, bookbinding and office supply business; good clean trade, practically no competition; invoices over \$40,000; cash or terms if sold for July 1st possession; reason for selling: poor health of principal stockholder. C 934.

FOR SALE—A good job office in a northern Indiana county seat; doing a good business without solicitation; a hustler can build up a big trade; owner wishes to retire on account of ill-health and age and will sell cheap. C 136.

WANTED—One live, hustling printer in each locality to handle our line of sales and order books, duplicate and triplicate, carbon sheet or carbonized; large demand; liberal commission. THE WIRTH SALES BOOK CO., Chicago.

COUNTY SEAT DAILY—Central California; growing city of 3,500; full equipment; will pay for itself; \$12,000—one-third cash, balance 6 years, 6 per cent. C 142.

FOR SALE—Good established job printing office in Indiana county seat; price, \$3,500. C 954.

FOR SALE.

FOR SALE—Cylinders, jobbers, stitchers, proof presses, folders, punches, paper cutters, special machinery, outfits—large and small, new or overhauled, in all sizes and styles. Tell us your wants and we will give you description of machines in stock, or those we can secure for you. One 48-inch and one 66-inch Huber Hodgman, each with Cross feeders; 62-inch Cottrell; 25 and 30 inch Pony Campbells; 37 by 52 Campbell 7 quarto; 27 by 40 Swink; 29 by 42 Scott 4-roller, carrier delivery; 36-inch Sheridan auto cutter; 25 by 38 Seybold heavy embosser, nearly new; 44-inch Dexter power cutter; Latham ¼ and ¾ inch wire stitchers; Burton rotary perforator; National rotary perforator; 2 punches; drum presses, 16 by 22 up to 32 by 47 inches; large stock miscellaneous machinery; outfits; small job up to large catalogue plants; new and overhauled machinery in stock. Sell us your surplus machinery. WANNER MACHINERY COMPANY, 716 S. Dearborn st., Chicago.

FOR SALE—1 Golding press with motor, starting box and rheostat, 10 by 15; 1 Chandler & Price press with motor, starting box and rheostat, 10 by 15; 1 Gordon press with one starting box, 8 by 12; 1 multi-graph machine and equipment for same; 1 30-inch hand cutter, built by Robt. Preston; 3 drying racks; 1 padding machine; 2 wooden clamps; 3 stools; paper and cardboard supplies (approximately 900 lbs.); electrotypes; 1 small bench vise; type forms; 3 racks with type; 1 stone; 1 form rack; 1 wooden rack with riglets; 3 wooden racks with leads; 1 wooden rack with wood furniture; 1 lead cutter; 3 quoin keys; 1 mallet; supply of quoins; type rack for multi-graph machine; 1 Southworth punching machine (single punch); 1 desk and chair; 1 rack for electrotypes; 3 boxes of electrotypes (junk); 30 lbs. of ink. C 130.

FOR SALE—Goss semi-rotary printing press, prints 8-page 7-column newspaper from flatbed using 46-inch rolls; produces 3,000 complete papers, folded, in one hour; can be seen in operation; a splendid buy. THE WILLIAM FEATHER COMPANY, Caxton Bldg., Cleveland, Ohio.

Megill's Patent SPRING TONGUE GAUGE PINS



QUICK ON

Send for booklet this and other styles.

MEGILL'S PATENT Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan.

E. L. MEGILL, Pat. and Mfr.
60 Duane Street NEW YORK

From us or your dealer. Free booklets.

Megill's Patent DOUBLE-GRIP GAUGES



WISE GRIP

Send for booklet this and other styles.

Please Mention THE INLAND PRINTER When Writing to Advertisers.

FOR SALE—One Huber Hodgman, two-color, 46 by 60 inch press; one No. 3 Miehle press, serial No. 9941; complete monotype equipment, consisting of two casters, two keyboards, miscellaneous molds and matrices, 220-volt motor equipment; one No. 290 Dexter parallel folder; one No. 103 Dexter D/16, 49 inch; one 42 by 62 inch Chambers D/16 folder; one 46 by 70 inch Brown D/16 folder; one No. 91 Dexter jobber; one No. 90 Dexter jobber; one Dexter No. 121, 40 by 54 inch quad folder with Dexter pile feeder; two No. 5 Universal feeders with individual motors; one 4/0 Miehle press, 46 by 65 inch; one 44 by 64 inch Fuchs & Lang bronzer; one Royal router; 20 sections of Old Style Wesel bases, 23 by 32 inches; for immediate shipment. **GEORGE R. SWART & CO., Inc.**, Marbridge bldg., 1328 Broadway, New York city.

FOR SALE—One Straight Kidder rotary press, size 28 by 20 inches, printing one color on each side of the web, press equipped to deliver product either flat or folded, speed 8,000 to 10,000 revolutions per hour, machine in perfect condition, has never been used, possession at once; also one Kidder 30 by 30 inch rotary press, printing two colors on the face and one color on the reverse side of the web; one Kidder 12 by 26 inch two-color printing, cutting and creasing press; two two-color 6 by 6 inch New Era presses; one high-speed Meisel ticket rotary, size 10 by 15 inches. **GIBBS-BROWER CO.**, 261 Broadway, New York city. Tel. Barclay 8020.

FOR SALE—Aeae power self-clamping cutter No. 1389, squares 32-inch; Latham Monitor stitcher No. 3689, capacity $\frac{3}{4}$ inch; Huber printing press size No. 2, 2-revolution, fly delivery, 3-form roller, bed 38 by 50, 1 Melting furnace, 300-lbs. capacity; 1 Monotype air pump, fine shape. C 128.

FOR SALE—Two Huber-Hodgman cylinder presses equipped with Cross feeders; will feed and print sheet 34 by 46; fine condition; can be seen running; selling because size too small; price \$2500 each on our floor. Apply or write **KIMBALL-STORER CO.**, Minneapolis, Minn.

FOR SALE—One Stimpson round hole, foot power perforator and one 30-inch Standard National rotary perforator; both machines are in first-class condition and in daily use in our plant; the first is appraised at \$315 and the second at \$523.94. Make cash offer. C 930.

FOR SALE—Hoe web pamphlet press; takes up to 56-inch roll, delivers product 24 inches long with one fold, 4, 8, 12, 16, 20, 24, 32 and 40 pages; a high-grade press but little used. **GEORGE F. DARROW**, Ogdensburg, N. Y.

JOB PRINTING PLANT, including 33 by 45 cylinder, linotype, folder, power cutter, in fact everything essential to an up-to-date shop, for sale; guaranteed in A-1 condition; must be seen; located in city near Chicago. C 131.

FOR SALE—Dexter job folder, 22 by 28 sheet, 3 parallel folds and right angle folds; used very little; can be seen in operation; immediate delivery; price \$1200 f. o. b. Cleveland. **THE PENTON PRESS**, Cleveland, Ohio.

FOR SALE—Dexter job folder, size 32 by 44, serial No. 4411, equipped with 1 h. p. single phase motor, 110 volts alternating current. For quick sale we offer a real bargain. **CEDAR VALLEY TIMES**, Vinton, Iowa.

FOR SALE—33 by 44 Brown Togo folder in excellent condition, with or without motor; also 13 by 19 Colts Armory in fair condition. Printing Department, **BECKWITH COMPANY**, Dowagiac, Michigan.

FOR SALE—Monotype caster, two Singer sewing machines, and one double 16 Chambers folder; all can be seen working and in perfect order. **VIRGINIA STATIONERY CO., Inc.**, Richmond, Va.

FOR SALE—One 10 by 15 inch Chandler & Price jobber with Humana feeder attached; fast and efficient; also one 7 by 11 inch Golding jobber; prices reasonable. Write C 139.

BOOKBINDERS' MACHINERY—New Model National book sewing machines, also rebuilt machines. Write for particulars. **JOSEPH E. SMYTH CO.**, 638 Federal st., Chicago.

FOR SALE—At half price, a No. 9 four-roller Optimus, 39 by 55, good as new; too large for us; can be seen in operation. **THE BOND PRESS, Inc.**, Hartford, Conn.

FOR SALE—Babcock Pony drum cylinder, regular, table distribution, good condition. For further particulars write **BUSH & MORGAN**, Ironton, Ohio.

FOR SALE—G-2 graphotype, 110 volt motor, No. 4 dies; in excellent condition and practically new; price very reasonable. C 78.

FOR SALE—Hoe cylinder press, sheet 20 by 25; good condition. **SHEIP & VANDEGRIFT**, 812 N. Lawrence st., Philadelphia, Pa.

COPIES OF INLAND PRINTER 1892-1908—ten years are complete. **SUDERLEY**, 25 Ninth av., East Orange, N. J.

PRINTING PRESS, COTTELL, 45 by 62, two revolution; price, \$1,200. **BOX 157**, Xenia, Ohio.

FOR SALE—One Dexter Folder Company's feeder. **BYRON WESTON CO.**, Dalton, Mass.

HELP WANTED.**Bindery.**

BINDERY FOREMAN—Thoroughly experienced on edition, pamphlet and catalog work, practical in all branches, to act as working foreman of edition and pamphlet bindery, handling high-grade work; one possessing the ability to handle help efficiently and produce work systematically; prefer a man competent to estimate costs and who has full knowledge of all stocks and materials; excellent permanent position for reliable industrious man; state fully past experience, age, qualifications, salary expected, etc. C 123.

WANTED—A good forwarder and finisher combined, also a first-class ruler to work or take stock in a good paying cooperative printshop and bindery; best salaries paid; an extremely rare opportunity for live middle-aged men to provide for old age. C 133.

WANTED—First-class forwarder and finisher familiar with blank books and loose leaf binders; also first-class paper ruler. **A. G. GORDON CO.**, Box 753, Winston-Salem, N. C.

Composing Room.

LINOTYPE MACHINIST OPERATOR WANTED—Machinist-operator capable handling two model nine linotypes in first-class job plant working under excellent conditions can make good connection at good wages by writing **THE GERLACH-BARKLOW CO.**, Joliet, Ill. Union.

GOOD PRINTER WANTED—The best man we can find for the office of a shop that has made some reputation for the quality of its work; he must know good printing and how to produce it in every detail. **THE MARCHBANKS PRESS**, New York.

WANTED—Swedish-American allaround job printer who can handle platen presswork; also Swedish-American linotype machinist operator; none but first-class apply; union, good wages. **TURLOCK DAILY JOURNAL**, Turlock, Calif.

PRINTER WANTED—First-class country printer to accept position in one of finest printing plants in middle west; excellent working conditions at good pay; union. **THE GERLACH-BARKLOW CO.**, Joliet, Ill.

WANTED—Working foreman modern equipped job office; open shop; northwest city of 100,000, ideal place to live, best of wages and conditions. C 135.

WANTED—Thoroughly competent stoneman in a strictly up-to-date plant in the middle West; a good proposition for man who can make good; union shop. C 29.

LINOTYPE OPERATORS—Union or non-union, day or night shift; to work in large publication plant in Wisconsin; high wages, permanent positions. C 101.

WANTED—Compositor; good position for right man; modern plant; state experience and salary desired. **NEWS PRINTING HOUSE**, Charlotte, N. C.

WANTED—Monotype keyboard operator, male or female; steady employment; hurry. **THE ROYCROFTERS**, East Aurora, N. Y.

PRINTER—Lock-up man; one capable of taking entire charge of lock-up in publication plant in Wisconsin. C 98.

COMPOSITORS on job and advertisements; union. **PUBLISHERS PRESS**, Atlanta, Ga.

Engravers.

ENGRAVER WANTED—We have a steady position for a first-class engraver, preferably one familiar with the engraving of dies for holiday greetings; excellent working conditions, 48 hours per week, Saturday afternoon off the year round; 38 miles—one hour's ride—from Chicago. **HOLIDAY GREETING DIVISION, THE GERLACH-BARKLOW CO.**, Joliet, Ill.

ENGRAVER WANTED—Young man capable of retouching machine engraving; excellent working conditions, 48 hours per week, Saturday afternoon off the year round; thirty-eight miles—one hour's ride—from Chicago. The Holiday Greeting Division, **THE GERLACH-BARKLOW CO.**, Joliet, Ill.

PROCESS WORK

—and
Electrotyping

The Journal for all up-to-date Process Workers

All matters of current interest to Process Workers and Electrotipers are dealt with month by month, and both British and Foreign ideas as to theory and practice are intelligently and comprehensively dealt with. Special columns devoted to Questions and Answers, for which awards are given. It is also the official organ of the Penrose Employment Bureau.

PER ANNUM, \$0.72, Post-free. Specimen Copy, Post-free, \$0.08.
Specimen copies can also be obtained from The Inland Printer Company upon request.
A limited space is available for approved advertisements; for scale of charges apply to the Publishers.

Published by **A. W. PENROSE & Co., Ltd.**, 109 Farringdon Road, LONDON, E.C.

Please Mention THE INLAND PRINTER When Writing to Advertisers.

WANTED—Stone engraver. We have an opening for a good commercial lithograph engraver; practically all our work is bank titles, etc.; we can offer a steady position the year round and good wages to a competent man; 50 hours per week with Saturday half holiday. **THORNTON-LEVEY CO.**, Indianapolis, Ind.

Estimators.

YOUNG MAN as assistant in estimating department in Western New York plant; must be conversant with Standard cost finding system, and preferably (though not necessarily) a graduate of estimating course. C 93.

AMBITIOUS YOUNG MAN as assistant estimator in a Virginia city. Give full particulars first letter. C 134.

Managers and Superintendents.

SUPERINTENDENT is needed in a modern printing office located in the South; work handled is the better class of catalog and commercial work; man with executive ability able to produce work at minimum cost; open shop. **LINOTYPE**, Box 553, Richmond, Va.

SUPERINTENDENT WANTED in well-equipped printing plant with twenty employees in composing room, pressroom and bookbinding in city of 20,000 in middle South; an opportunity for man of ability and ambition; correspondence confidential. C 126.

MAN with practical experience for production superintendent in large western New York plant; good salary for the right man. C 96.

Pressroom.

UNIVERSITY PRESS NEEDS PRESSMEN—A state university in the middle West needs one cylinder (Miehle) pressman and one platen pressman immediately; steady work at good wages for steady men who can produce work of quality; no color work; opportunity for unusual type of men. C 140.

INSTRUCTION.

LINOTYPE INSTRUCTION—15 Mergenthalers; day course, eight weeks, \$100; 12 years of constant improvement; every advantage; thorough mechanical instruction. Call, write. **EMPIRE MERGENTHALER LINOTYPE SCHOOL**, 133 East 16th st., New York city.

MISCELLANEOUS.

THE MONOTYPE OPERATOR is the man who is in line for advancement. Learn the Monotype and not only make more money but be ready for future promotion; it only takes a short time in the Monotype school to make an operator of a compositor. There are schools in Philadelphia, New York, Chicago and Toronto, in which the tuition is free. Why not take up the Monotype? **LANSTON MONOTYPE MACHINE COMPANY**.

WANTED—To one salesman in every large city calling on printers we can make attractive proposition. **PRINTERS' UTILITIES COMPANY**, 208 W. Kinzie st., Chicago.

SITUATIONS WANTED.

Composing Room.

RELIABLE composing room foreman of proven ability desires change; expert typographer; capable, conscientious executive; wide experience on better grade work; union. **A. H. FARROW**, 51 Richelieu Terrace, Newark, N. J.

Cost Accountant.

DO YOU NEED a cost accountant to install or take charge of your cost finding department? I am not a floater but desirous of connecting with greater opportunities; unsettled market conditions demand that you give cost of production serious consideration, and nothing this side of an efficient cost finding department will protect you. C 137.

Managers and Superintendents.

WANTED—Position as superintendent or assistant superintendent of large printing plant by job printer and linotype operator-machinist of 30 years' experience; estimator and correspondent; 15 years in last position as superintendent of small plant; east of Chicago preferred. C 92.

WANTED—A position as a superintendent, formerly a superintendent of presses; having charge of production at present; familiar with office detail, including purchasing supplies, with a thorough knowledge of the printing business. C 129.

WANTED—Superintendency or managership of medium-sized printing plant producing high-grade work; experience and judgment in handling men and work. C 127.

Pressroom.

HARRIS PRESSMAN—First-class, experienced on S-1 two-color presses; can deliver the goods; eastern states only. C 132.

WANTED TO PURCHASE.

WANTED—We will buy, or sell for you, your surplus machinery. Send us your list and if possible description, condition and price f. o. b. your city. We can handle your complete plant. **WANNER MACHINERY COMPANY**, 716 S. Dearborn st., Chicago.

WANTED—Secondhand Kidder or New Era roll feed bed and platen presses of any size or type, with or without special attachments; also Kidder one or two color roll product rotary wrapping paper presses. **GIBBS-BROWER CO.**, 261 Broadway, New York city. Tel. Barclay 8020.

WANTED TO BUY secondhand Meisel and Kidder flat-bed roll presses; what have you to sell in any style of roll printing presses? Address with full particulars **THE STANDARD REGISTER COMPANY**, Dept. P., Dayton, Ohio, U. S. A.

WANT used gas Linotype and Intertype pots. If you have replaced any with electric pots and they are in good condition, you can turn them into money by addressing C 948.

WANTED—Matrix rolling machine—casting box—1,000 lb. metal pot. Write us in reference to any stereotype machinery you have for sale. **THE STANDARD REGISTER CO.**, Dayton, Ohio.

WANTED—E-1 Harris press; must be in first-class condition. **BOSTON INDEX CARD CO.**, 115 Purchase st., Boston, Mass.

WANTED TO PURCHASE Miehle presses, all sizes, **ADZIT PRINTERS SUPPLY CO.**, 232-240 Lyon st., N. W., Grand Rapids, Mich.

WANTED FOR CASH, Harris two-color automatic presses, 15 by 18. **M. M. ROTHSCHILD, Inc.**, 712 Federal st., Chicago.

WANTED—Meisel sales book press. State full particulars and best price in first letter. C 25.

BUSINESS DIRECTORY.

Advertising Blotters.

PRINT BLOTTERS for yourself—the best advertising medium for printers. We furnish handsome color plate, strong wording and complete "layout"—new design each month. Write today for free samples and particulars. **CHAS. L. STILES**, 230 N. 3d st., Columbus, Ohio.

Brass Type Founders.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Calendar Pads.

THE SULLIVAN PRINTING WORKS COMPANY, 1062 Gilbert av., Cincinnati, Ohio, makes calendar pads for 1921; now ready for shipment; the best and cheapest on the market; all pads guaranteed perfect; write for sample books and prices.

Carbon Black.

CABOT, GODFREY L.—See advertisement.

Chase Manufacturers.

BARNHART BROTHERS & SPINDLER—Electric welded silver gloss steel chases, guaranteed forever. See Typefounders.

Copper and Zinc Prepared for Half-Tone or Zinc Etching.

THE AMERICAN STEEL & COPPERPLATE CO., 101-111 Fairmont av., Jersey City, N. J.; 116 Nassau st., New York city; 536-538 S. Clark st., Chicago, Ill.; 3 Pemberton row, London, E. C., England.

Counting Machines.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Cylinder Presses.

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER—See Typefounders.

Demagnetizers and Ink Dryers.

UTILITY HEATER CO., 220 Centre st., New York. Safety gas heaters, with automatic cut-offs, for all styles of presses.

Electrotypers' and Stereotypers' Machinery.

HOE, R. & CO., New York. Printing, stereotyping and electrotyping machinery. Chicago offices, 544-546 S. Clark st.



EMBOSSOGRAPHY

TRADE MARK

The art of producing embossed or engraved effects without the use of dies or plates, any color, also gold and silver, as fast as ordinary printing.

Write for Descriptive Matter, Testimonial Letters from Users, etc.

EMBOSSOGRAPH PROCESS CO., Inc.

251 William Street

NEW YORK CITY

Please Mention THE INLAND PRINTER When Writing to Advertisers.

Embossing Composition.

STEWART'S EMBOSSEING BOARD—Easy to use, hardens like iron; 6 by 9 inches, 3 for 40c, 6 for 60c, 12 for \$1, postpaid. THE INLAND PRINTER COMPANY, Chicago.

Engraved Letterheads.

QUALITY work on quantity orders. Send for samples. DEAL & BROWN, Rochester, N. Y.

Engraving Methods.

ANYBODY CAN MAKE CUTS on ordinary sheet zinc at trifling cost with my simple transferring and etching process; skill and drawing ability not required; price of process, \$1; circular and specimens for 2-cent stamp. THOS. M. DAY, Box 1, Windfall, Ind.

LINE CUTS cast in stereotype metal directly from drawings made on Kalkotype Board; no routing of open spaces. Send postage for specimens. HENRY KAHRS, 240 East 33d st., New York.

Job Printing Presses.

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER—See Typefounders.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Motors and Accessories for Printing Machinery.

SPRAGUE ELECTRIC WORKS, 527 W. 34th st., New York. Electric equipment for printing presses and allied machines a specialty.

Neutralizers.

UTILITY HEATER CO., 220 Centre st., New York. Gas machines that stop offset and electric troubles, and are safe for all presses.

Numbering Machines.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Paper Cutters.

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER—See Typefounders.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Perforators.

F. P. ROSBACK CO., Benton Harbor, Mich. Perforating machines of all kinds, styles and sizes.

Photoengravers' Supplies.

LEVY, MAX, & CO., Wayne Junction, Philadelphia, Pa. Screens, cameras, lenses and gallery equipment for photo processes.

Presses.

HOE, R., & CO., New York. Printing, stereotyping and electrotyping machinery. Chicago offices, 544-546 S. Clark st.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Printers' Rollers and Roller Composition.

BINGHAM'S, SAM'L, Son MFG. CO., 636-704 Sherman st., Chicago; also 514-518 Clark av., St. Louis; 88-90 South 13th st., Pittsburg; 706-708 Baltimore av., Kansas City; 40-42 Peters st., Atlanta, Ga.; 151-153 Kentucky av., Indianapolis; 1306-1308 Patterson av., Dallas, Tex.; 719-721 Fourth st., S., Minneapolis, Minn.; 609-611 Chestnut st., Des Moines, Iowa; Shuey Factories bldg., Springfield, Ohio; 1285 W. 2d st., Cleveland, Ohio.

WILD & STEVENS, Inc., 5 Purchase st., Boston 9, Mass. Established 1859.

Printers' Supplies.

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER—See Typefounders.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Printing Machinery, Rebuilt.

BARNHART BROTHERS & SPINDLER—See Typefounders.

Printing Material.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Punching Machines.

F. P. ROSBACK CO., Benton Harbor, Mich. Multiplex punching machines for round, open or special shaped holes.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Rebuilt Printing Presses.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Roughing Machines.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Stereotyping Outfits.

ACME DRY PROCESS STEREOTYPING—This is a new process for fine job and book work. Matrices are molded in a job press on special matrix boards. The easiest of all stereotyping processes. Catalogue on receipt of two stamps. HENRY KAHRS, 240 E. 33d st., New York.

Tags.

OUR SPECIALTY IS TAGS, blank, printed, numbered, wired, strung or equipped with special slots, holes, etc., when required. You take the order, we make and print the tags for you. Send for quotations on anything you need in the TAG line. Quick service. DENNEY TAG COMPANY, West Chester, Pa. Oldest and largest exclusive tag factory in the world.

Typecasters.

THOMPSON TYPE MACHINE CO., 223 West Erie street, Chicago. Manufacturers Thompson type, lead, slug and rule caster.

Typefounders.

AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses—Boston, 270 Congress st.; New York, 200 William st.; Philadelphia, 17 S. 6th st.; Baltimore, 215 Guilford av.; Richmond, 11 Governor st.; Atlanta, 24 S. Forsythe st.; Buffalo, 45 N. Division st.; Pittsburgh, 323 3d av.; Cleveland, 15 St. Clair av., N.-E.; Cincinnati, 646 Main st.; St. Louis, 9th and Walnut sts.; Chicago, 517-519 W. Monroe st.; Detroit, 169 W. Larned st.; Kansas City, 10th and Wyandotte sts.; Minneapolis, 419 4th st., South; Denver, 1621 Blake st.; Los Angeles, 121 N. Broadway; San Francisco, 820 Mission st.; Portland, 47 4th st.; Spokane, 340 Sprague av.; Milwaukee, 125 2d st.; Winnipeg, Can., 175 McDermot av.

BARNHART BROTHERS & SPINDLER, manufacturers and originators of type faces, borders, ornaments, cuts, electric welded chases, all-brass galleys and other printers' supplies. Houses at—Chicago, Dallas, Kansas City, St. Paul, Washington, D. C., St. Louis, Omaha, Seattle.

THE NATIONAL TYPE FOUNDRY, Bridgeport, Conn. Guaranteed foundry type; large variety of faces. Specimen sheets and catalogue on request. Old type taken in exchange if desired.

HANSEN, H. C., TYPE FOUNDRY (established 1872), 190-192 Congress st., Boston; 535-547 Pearl st., cor. Elm, New York.

EMPIRE WOOD & METAL TYPE WORKS, Buffalo, N. Y.; Delavan, N. Y.

Wire Stitchers.

F. P. ROSBACK CO., Benton Harbor, Mich. Stitchers of all sizes, flat and saddle, ¼ to 1 inch inclusive. Flat only, 1 to 2 inches.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Wood Goods.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

MODERN PRESSWORK

A Handbook for Pressmen—By Fred W. Gage

A working manual in which pressmen will find practical aid in their efforts to perfect themselves in their chosen vocation.

One hundred and forty pages. Size 5¼x7¼. Price \$2.00, postage 10c extra.

THE INLAND PRINTER COMPANY
Book Department 632 Sherman St., CHICAGO

**A Concise Manual of
Platen Presswork**

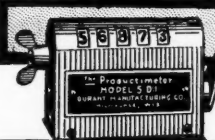
A complete treatise covering all the essentials of the theory and practice of Platen Presswork. Thirty-two pages, packed with information that you can use every day. Contents: Bearers; Care of the Press; Distribution; Feeding; General Remarks; Impression; Ink; Overlay; Rollers; Setting the Feed Gages; Special Troubles; Tympan; Underlaying. Send a quarter today for a copy. You'll get dollars' worth of good from the pamphlet. Also ask for our latest catalogue of books.

THE INLAND PRINTER CO.

Book Dept. 632 Sherman Street, Chicago, Ill.


Note—Send for Our List
of new and rebuilt CYLINDER PRESSES, ready
for immediate delivery.
WALTER SCOTT & COMPANY, Plainfield, N. J.

Corporation Books
Carried in Stock and Made to Order. Also for Churches,
Clubs, Lodges, Etc.
ALBERT B. KING & CO., Inc., Dept. I. P.
MAKERS OF PRINTERS' HELPS
45 Warren Street New York, N. Y.



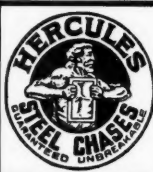
The Productimeter
Anything less than perfection, as a counting machine on your
presses, is worse than nothing. Always ask for "The Pro-
ductimeter" and you will get perfection.
Write us for Bulletin 41 and find out just
how much more "The Productimeter"
will do for you than a mere counter will.
(1201) DURANT MANUFACTURING COMPANY, Milwaukee, Wis.

CARBON BLACK
MADE BY
GODFREY L. CABOT, Boston, Mass.
938-942 Old South Building
Auk, Monarch, Kosmos No. 1, Kosmos No. 2, PN Elf, SS Elf, Kalista



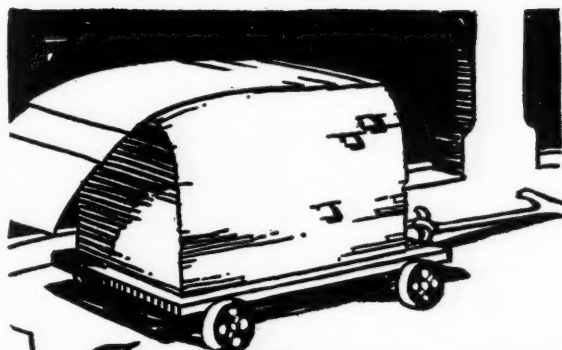
ABSOLUTE TIME RECORDS
KNOW TO THE MINUTE when work is started and finished;
when orders are received and delivered; when letters are
received and answered.
You Need KASTENS TIME STAMP
Efficiency in War Time and All Times! Kastens Time Stamps
cost little, are built for long service, and work quickly, smoothly
and accurately. Send for catalogue showing various styles with prices.
HENRY KASTENS, 418-20 W. 27th St., New York City, N. Y.

BOOKBINDERS
TO THE TRADE
We specialize in Edition and Catalog Binding in cloth or
leather, also pamphlet work.
THE FOREST CITY BOOKBINDING CO.
525 Carlton Bldg., Cleveland, Ohio



'An Ideal Type Wash'
"AMSCOL"
For removing verdigris and hard inks from type,
half-tone cuts, patent blocks and wood type; non-
injurious to hands, and a necessity in every print-
shop. Free from ether, chloroform or alkali.
Send for free trial sample.
AMERICAN STEEL CHASE CO.
122-130 Centre St., New York

Printing Plants and Businesses
BOUGHT AND SOLD
Printers' Outfitters. American Type Founders' Products,
Printers' and Bookbinders' Machinery of Every Description.
CONNER, FENDLER & CO., 96 Beekman St., New York City



**It will not stick
until it's wetted.**

SLIDE a few sheets off the
top of a ream of Jones
Non-Curling Gummed Stock.

The first thing you notice
is that the sheets do not stick
—they glide over each other
at the slightest touch.

The next thing you notice
is that the sheets do not curl.
Our gumming process pre-
vents that.

When you feed them to the
press they go on and come
off flat as your hand. That's
why you save time and money
by using Jones Non-Curling
Gummed Stock.

Samples gladly sent
on request.

Jones
Gummed
Paper—
it's Non
Curling
Leaders Since 1810

SAMUEL JONES & CO.
NEWARK, NEW JERSEY

AUTO SCREW MACH. DEPARTMENT
 MONTH APRIL
 YEAR 1920
 BUILDING MM-DX#1
 UNIT TOGGLES
 UNIT PRODUCTION NO. 643
 DEPT PRODUCTION NO. XL#7

PRODUCTION AND ORDERS

WEEK ENDING	ORDERS			PRODUCTION			BACK ORDERS		
	NO	DEPT	AMOUNT	NO	DEPT	AMOUNT	NO	DEPT	AMOUNT
APRIL 3 rd	650	MX-3	37	650	MX-3	37			
	716	ML-1	63	716	ML-1	63			
	751	MM-3	52	751	MM-3	52	901	MM-5	75
	901	MM-5	75						
TOTAL 4/3			227			152			75
APRIL 10 th	901	MM-5	75	901	MM-5	75			
	A-5	MM-4	150	A-5	MM-4				
	775	M-X	50						
	791	M-4	24						
TOTAL 4/10									
APRIL 17 th									
TOTAL									
APRIL 24 th									
TOTAL									
TOTAL MONTH									



Printed Forms

AT the left, above, is a form used for production data. Production is the big problem of almost every manufacturer. The experience of many manufacturers has proved that printed forms can be used to stimulate production.

The other two forms enable employees to see at a glance how their production compares with that of previous months—with that of the same month in other years.

Show a manufacturer this simple way to increase his output—then take his

order for the printing he will need.

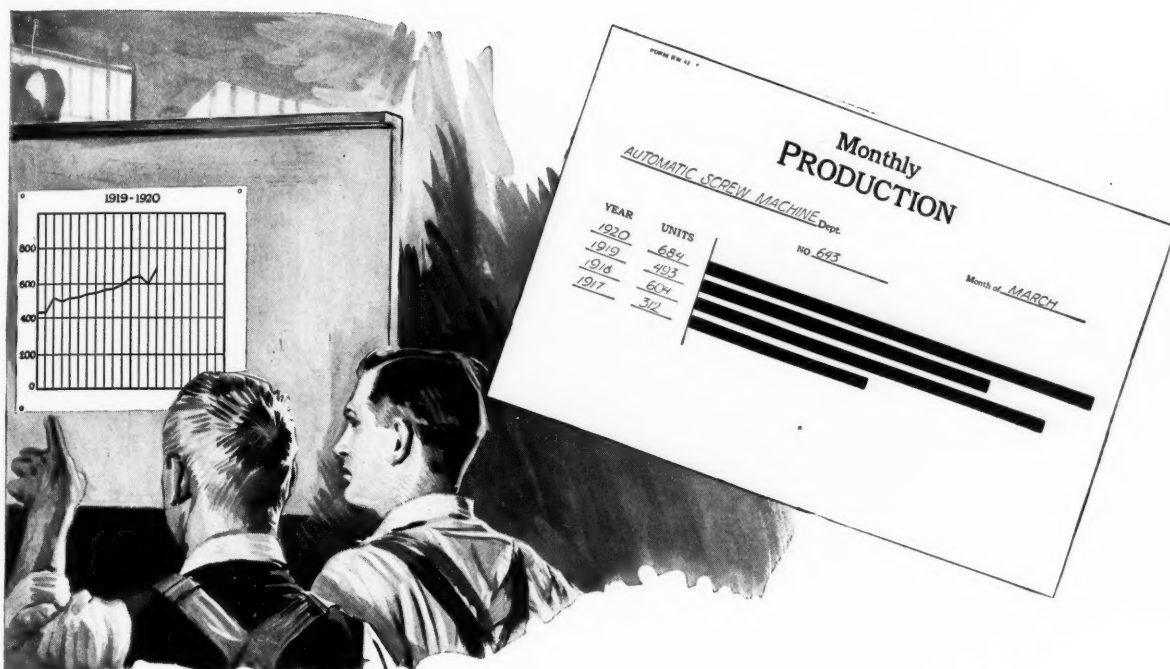
Besides these forms, many others just as practical are to be found in the Hammermill Portfolios. Write us, and we will gladly send you, free of charge, a set of these portfolios. We also furnish, at very low cost, a handsome wall cabinet to contain them.

Equipped with the material these portfolios offer, you begin by offering your customer, or "prospect," something of value to him in the running of his business.

Look for this watermark—it is our word of honor to the public

HAMMERMILL BOND

THE UTILITY BUSINESS PAPER



That You Can Sell

You offer him real help, too, when you advise him to standardize his business printing on Hammermill Bond—the lowest-priced standard bond paper on the market, the most widely-used paper in the world.

Once he has come to appreciate the uniform quality of this standard, water-marked paper, its cleanness and strength, its clear printing surface—you will have a strong claim on his good-will.

Hammermill's twelve colors besides white permit you to suggest different colors for a customer's various forms, insuring instant identification, correct routing and filing—the "Signal System" of business.

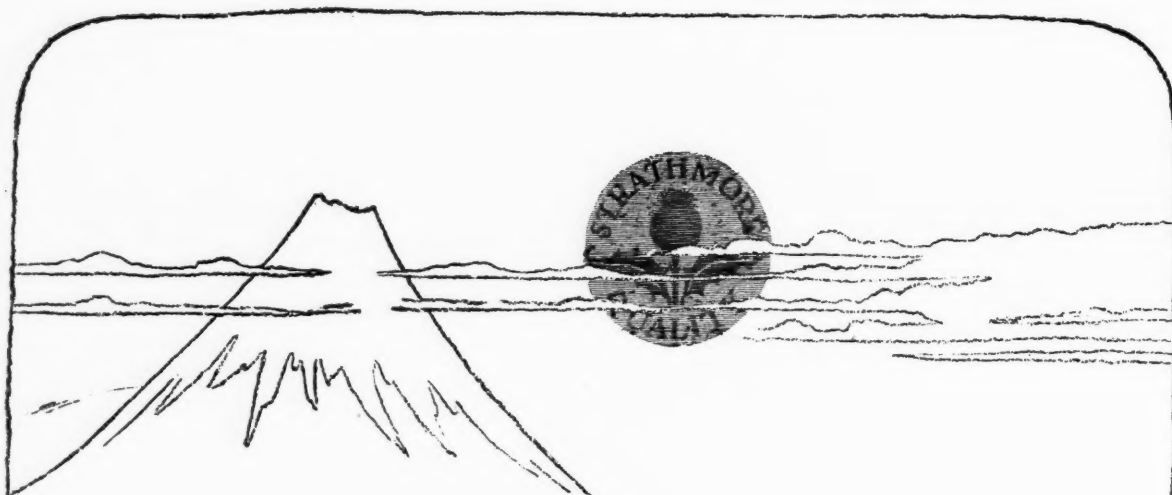
More than 100 leading paper merchants handle Hammermill Bond, so that it is always possible for you to obtain without delay the color and finish you want for a given job.

HAMMERMILL PAPER COMPANY, ERIE, PA.

Look for this watermark—it is our word of honor to the public

HAMMERMILL BOND

THE UTILITY BUSINESS PAPER



SUGGESTING THE ORIENT In Advertising

Illustration can suggest the Orient.

Lettering can suggest the Orient.

This page proves it.

But print this page on a Strathmore Paper whose texture, color and weight likewise suggest the Orient, and the Oriental atmosphere is greatly strengthened and lastingly impressed upon the mind.

Let us send you a proof of this page printed on Strathmore Alexandra Japan Paper for comparison.

We will also send you our "Expressive Advertising" Series, demonstrating how Strathmore Papers suggest Craftsmanship, Luxuriousness, Strength, DIGNITY and other ideas in the printed matter of various commodities. Write for these folders today. Strathmore Paper Company, Mittineague, Mass., U.S.A.

AN UNUSUAL ADVERTISEMENT
appearing in the Literary Digest,
System, Outlook, Review of Reviews,
Printer's Ink, etc. RE-READ IT!

STRATHMORE EXPRESSIVE PAPERS

HOWARD BOND

WATERMARKED

The Commercial Quality Bond Paper

Whose strength does not yield to any competitive grade.

HOWARD BOND

The brilliancy of its pure white shade is acquired by its water filtered through Nature's everlasting sieve. The firmness of HOWARD BOND is made possible by using the world's best and most carefully selected sulphite of definite quality and uniformity.

Favor us by making an every-angle comparison with higher priced Bond papers and the decision will be that you insist that your stationery requirements will always be on the paper that has impressed the office forces of America with its great value.

HOWARD BOND

TEAR IT! COMPARE IT! TEST IT!
and you will always SPECIFY IT

Complete stock in White and Colors ready for immediate distribution.

Sample Book Sent Upon Request

The Howard Paper Company
URBANA, OHIO



COLLINS OAK LEAF BRANDS



The Confidence of One Hundred

of the most representative Paper JOBBERS in the United States is to our minds the strongest recommendation possible of the fitness and "salability" of our OAK LEAF Products.



MOST of these dealers call your attention to Collins OAK LEAF Products by showing in their current price lists the famous brand mark with each item carried—so that you will readily recognize what you are buying.

SOLD UNDER THE BRAND NAME

"OAK LEAF"

Ultrafine White and Tinted Translucent
Ultrafine Folding and Embossing Translucent
Ultrafine Post Card Stock
Ultrafine Litho Coated Blanks
Velumet Coated Cover
Castilian Coated Cover

Reliable Litho Blank
Oak Leaf Tough Check
Oak Leaf Railroads
Oak Leaf Folding Satin
Duotone Translucent



THE Collins OAK LEAF is a guarantee. It guarantees that the product is genuine. It guarantees that the manufacturer stands behind it as he stands behind the signature of his checks.



CONSISTENT Quality has brought to Collins Oak Leaf Cardboards a national recognition. Make the acquaintance of your nearest OAK LEAF Dealer. He is worth while.

"The Best in Cardboard Since 1857"

A. M. COLLINS MANUFACTURING CO.

PHILADELPHIA, U. S. A.



COLLINS OAK LEAF DEALERS

ONE HUNDRED DEALERS IN FIFTY-SEVEN CITIES
CARRY OAK LEAF QUALITY PRODUCTS BECAUSE
THEY KNOW THERE ARE NONE BETTER

ALBANY, N. Y.
Hudson Valley Paper Co.
Fischel Paper Co.

ATLANTA, GA.
*The Whitaker Paper Co.

BALTIMORE, MD.
*Henry D. Mentzel & Co.
*The Whitaker Paper Co.

BOSTON, MASS.
*The Whitaker Paper Co.
The A. Storrs & Bement Co.
Cook-Vivian Co.
Stone & Andrew, Inc.
The Arnold-Roberts Paper Co.
John Carter Co., Inc.

BRIDGEPORT, CONN.
*New Haven Paper Co.

BUFFALO, N. Y.
*The Ailing & Cory Co.

CHICAGO, ILL.
*Chicago Paper Co.
Berkshire Company
Empire Paper Co.
Knox & Wolcott Paper Co.
Messinger Paper Co.
Midland Paper Co.
Parker - Thomas & Tucker
Paper Co.
The Whitaker Paper Co.

CINCINNATI, OHIO
*The Whitaker Paper Co.

CLEVELAND, OHIO
*The Central Ohio Paper Co.

COLUMBUS, OHIO
*The Central Ohio Paper Co.

DALLAS, TEXAS
*E. C. Palmer & Co., Ltd.
West Cullum Paper Co.

DAYTON, OHIO
*The Whitaker Paper Co.

DENVER, COLO.
*The Whitaker Paper Co.

DES MOINES, IOWA
The Western Newspaper
Union

DETROIT, MICH.
*The Union Paper & Twine Co.
*The Whitaker Paper Co.

HAGERSTOWN, MD.
Antietam Paper Co., Inc.

HARRISBURG, PA.
Donaldson Paper Co.

HARTFORD, CONN.
Rourke-Eno Paper Co.
*New Haven Paper Co.

HOUSTON, TEXAS
*E. C. Palmer & Co., Ltd.
The Paper Supply Co.

INDIANAPOLIS, IND.
*C. P. Lesh Paper Co.
*The Whitaker Paper Co.

JACKSONVILLE, FLA.
*Antietam Paper Co., Inc.

KANSAS CITY, MO.
Kansas City Paper House
The Mid Western Paper Co.

LINCOLN, NEB.
Lincoln Paper Co.

LOS ANGELES, CAL.
*Zellerbach Paper Co.
Blake-Moffitt & Towne Paper
Co.

LOUISVILLE, KY.
*Louisville Paper Co., Inc.

LYNCHBURG, VA.
Caskie-Dillard Co., Inc.

MILWAUKEE, WIS.
*The W. F. Nackle Paper Co.

MINNEAPOLIS, MINN.
*The John Leslie Paper Co.

NASHVILLE, TENN.
*The Graham Paper Co.

NEW ORLEANS, LA.
*E. C. Palmer & Co., Ltd.

NEWARK, N. J.
*J. E. Linde Paper Co.
*Lasher & Lathrop, Inc.

NEW YORK CITY, N. Y.
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American Paper Mills Corp.
Alexander-Holden Paper Co.
Inc.
Beekman Paper & Card Co.,
Inc.
Forest Paper Co., Inc.
Joseph I. Grady, Inc.
Harlem Card & Paper Co.
Holden & Hawley, Inc.
C. B. Hewitt & Bros., Inc.
Junger Paper Co.
Lasher & Lathrop, Inc.
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Manhattan Card & Paper Co.
Richter Card & Paper Co.
Royal Card & Paper Co.
M. & F. Schlosser
W. G. Willmann Paper Co.
Inc.

NEW HAVEN, CONN.
*New Haven Paper Co., Inc.

NORFOLK, VA.
R. P. Andrews Paper Co.

OAKLAND, CAL.
*Zellerbach Paper Co.

OKLAHOMA CITY, OKLA.
The Western Newspaper
Union

OMAHA, NEB.
Carpenter Paper Co.
*Western Paper Co.
Field-Hamilton & Smith
Paper Co.

PHILADELPHIA, PA.
Charles Beck Co.
A. S. Datz & Son
Garrett-Buchanan Co.
A. Hartung & Co.
*D. L. Ward Co.

PITTSBURGH, PA.
*The Ailing & Cory Co.

PORTLAND, ORE.
Blake, McFall Co.
*Zellerbach Paper Co.

PROVIDENCE, R. I.
R. L. Greene Paper Co.

RICHMOND, VA.
*The Whitaker Paper Co.

ROCHESTER, N. Y.
*The Ailing & Cory Co.

ST. LOUIS, MO.
*Acme Paper Co.
The Graham Paper Co.

ST. PAUL, MINN.
*Nassau Paper Co.

SALT LAKE CITY, UTAH
Lambert Paper Co.
*Western Newspaper Union

SAN ANTONIO, TEXAS
*San Antonio Paper Co.

SAN FRANCISCO, CAL.
Blake-Moffitt & Towne Paper
Co.
*Zellerbach Paper Co.

SEATTLE, WASH.
American Paper Co.
*Zellerbach Paper Co.

SPOKANE, WASH.
*John W. Graham & Co.

SPRINGFIELD, MASS.
*The Paper House of New Eng-
land

SPRINGFIELD, OHIO
Singer-Leedom Paper Co.

TOLEDO, OHIO
*The Central Ohio Paper Co.

TROY, N. Y.
Troy Paper Co.

WASHINGTON, D. C.
R. P. Andrews Paper Co.

YORK, PA.
R. P. Andrews Paper Co.

WINNIPEG, CANADA
John Martin Paper Co., Ltd.

*Agents for "Oak Leaf Coated Covers." Watch for announcement of the new lines to be featured during 1920

A. M. COLLINS MANUFACTURING CO.
PHILADELPHIA, U. S. A.



Above the shifting flood of papers that are never twice the same, the BASIC LINE, Made in U. S. A., towers changeless and unshakable, from its foundation in the bed rock of quality. It is at once the fulfillment of a promise and the renewal of a pledge.

THE WHITAKER PAPER CO.

HOME OFFICE
CINCINNATI, OHIO
14 Divisional Houses



You Will be Glad to Know a Paper Like

SYSTEMS BOND

"The Rag-content Loft-dried Paper at the Reasonable Price"



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ATLANTA.....	Sloan Paper Company
BALTIMORE.....	Baltimore Paper Company, Inc.
BOSTON.....	Carter, Rice & Co., Corp.
	The A. Storrs & Bement Company
BUFFALO.....	The Disher Paper Company
CHICAGO.....	Swigart Paper Company
	The Paper Mills' Company
CINCINNATI.....	The Chatfield & Woods Company
CLEVELAND.....	The Union Paper & Twine Company
DES MOINES.....	Pratt Paper Company
DETROIT.....	The Union Paper & Twine Company
HARRISBURG.....	Donaldson Paper Company
KANSAS CITY.....	Benedict Paper Company
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MILWAUKEE.....	The E. A. Bouer Company
MINNEAPOLIS.....	Minneapolis Paper Company
NASHVILLE.....	Clements Paper Company
NEWARK.....	J. E. Linde Paper Company
NEW HAVEN.....	The A. Storrs & Bement Company
NEW YORK.....	J. E. Linde Paper Company
	Miller & Wright Paper Company
NORFOLK.....	R. P. Andrews Paper Company, Inc., of Va.
OMAHA.....	Carpenter Paper Company
PHILADELPHIA.....	A. Hartung & Company
	Riegel & Company, Inc.
PITTSBURGH.....	General Paper and Cordage Company
PORTLAND, ME.....	C. H. Robinson Company
PORTLAND, ORE.....	Blake, McFall Company
RICHMOND.....	Virginia Paper Company
SALT LAKE CITY.....	Carpenter Paper Company of Utah
SAN FRANCISCO.....	Blake, Moffitt & Towne
SEATTLE.....	American Paper Company
SPOKANE.....	Spokane Paper and Stationery Company
SPRINGFIELD, MASS.....	The Paper House of N. E.
ST. LOUIS.....	Beacon Paper Company
ST. PAUL.....	E. J. Stilwell Paper Company
TACOMA.....	Tacoma Paper and Stationery Company
WASHINGTON.....	R. P. Andrews Paper Company
WINNIPEG, MANITOBA, CANADA.....	The Barkwell Paper Company
EXPORT.....	A. M. Capen's Sons, Inc., New York
	W. C. Powers Company, Ltd., London, England
ENVELOPES.....	United States Envelope Company, Springfield, Mass.

PROBABLY you've looked for a bond paper to meet a customer's requirements on a job that needed a combination of real quality with moderate price. You could find papers with the right quality, but whose price put them far out of reach. Then you could find papers whose *price* was low enough, but whose *quality* was impossible.

That happy medium in bond papers is really attainable. You will find that SYSTEMS BOND combines genuine quality with reasonable price. SYSTEMS is a rag-content, loft-dried sheet, but its price is well within the "moderate" class. It will reflect the quality of your printing in a way that will please your customers, as well as yourself.

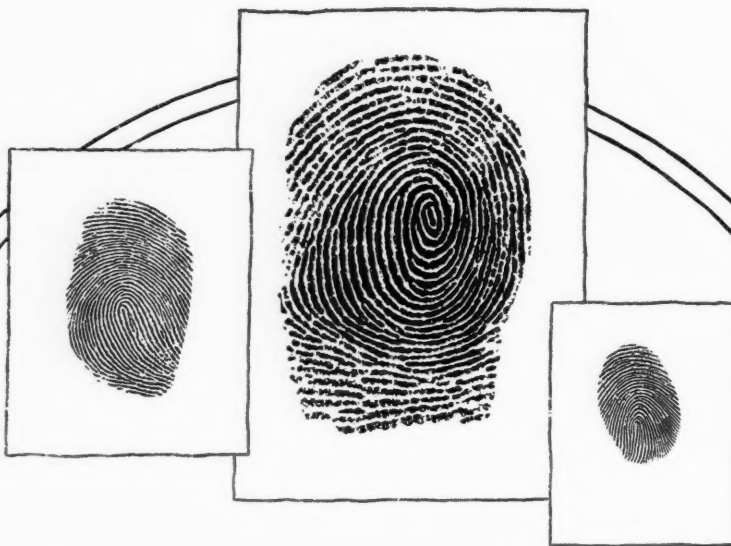
The great national advertising campaign behind SYSTEMS BOND is a real factor in making sales for those printers who carry this paper. Let us send you samples and tell you how you can link your sales efforts with our national advertising.

EASTERN MANUFACTURING COMPANY

General Sales Offices: 501 FIFTH AVENUE, NEW YORK

Western Sales Offices: 1223 CONWAY BUILDING, CHICAGO

Please Mention THE INLAND PRINTER When Writing to Advertisers.



The Thumbprint of Goliath

A THUMBPRINT, whether done with ink against a smooth sheet of glass or outlined in jam upon a baby's bib, contains the simpler elements of catalog printing.

The bigger the thumbprint, the bigger the detail. The smoother the surface against which the thumb is pressed, the clearer the impression becomes.

The relation of surface to clear impressions is the basic reason for the difference between ordinary printing and Better Printing.

To you, the reader, paper is but the body of a book, magazine, or catalog; but to the printer, paper is a surface, upon which his types and plates must print, or his work is disappointing.

Two sheets of paper may look

alike and feel alike, but print differently. Standardization of printing paper quality is simply the production of a standardized surface upon which a standardized printing impression may be produced.

The Warren Standard Printing Papers are divided into a dozen grades, each developed for a particular field of book paper printing. Your printer can show printing specimens on the Warren Standard Printing Papers.

Most catalog printers possess books that we have prepared containing much constructive material for users of commercial printing who are serious students of better printing.

S. D. WARREN COMPANY
BOSTON, MASS.

Briefly classified, the Warren Standard Printing Papers are

Warren's Cameo
Dull coated for artistic half-tone printing

Warren's Lustro
The highest refinement of surface in glossy coated paper

Warren's Warrentown Coated Book
Glossy surface for fine half-tone and process color work

Warren's Cumberland Coated Book
A recognized standard glossy-coated paper

Warren's Silkote
Semi-dull surface, noted for practical printing qualities

Warren's Printone
Semi-coated. Better than super, cheaper than coated

Warren's Library Text
English finish for medium screen half-tones

Warren's Olde Style
A watermarked antique finish for type and line illustration

Warren's Cumberland Super Book
Super-calendered paper of standard uniform quality

Warren's Cumberland Machine Book
A dependable, hand-sorted, machine finish paper

Warren's Artogravure
Developed especially for offset printing

Warren's India
For thin editions

better
paper
better
printing

Warren's
STANDARD

Printing Papers

Pressroom Profits

are derived from the money saved as well as from the money made in the operation of the presses. Whether type presses or offset, no presses built produce more work or better work than

The PREMIER

TWO-REVOLUTION 4-ROLLER PRESS

The WHITLOCK PONY

TWO-REVOLUTION 2-ROLLER PRESS

The POTTER OFFSET

The POTTER TIN PRINTING PRESS

■

Every mechanical device that makes for the production of work of the finest quality in the greatest quantity at the lowest operative cost is incorporated in these presses.

Every printer should know about them

PREMIER & POTTER PRINTING PRESS CO., Inc.

SUCCEEDING THE WHITLOCK AND POTTER COMPANIES

NEW YORK: 1102 AEOLIAN BLDG., 33 West 42d Street

CHICAGO: 506 FISHER BLDG., 343 S. Dearborn Street

BOSTON: 720 RICE BLDG., 10 High Street

PITTSBURGH: 1337 OLIVER BLDG., Smithfield and Oliver Streets

ATLANTA, GA.: MESSRS. J. H. SCHROETER & BRO., 133 Central Avenue

SAN FRANCISCO, CAL.: SHATTUCK & BICKFORD, INC., 345 Battery Street

CANADA WEST

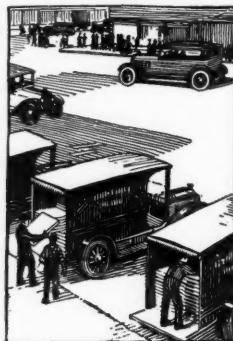
Messrs. Manton Bros.
105 Elizabeth St., Toronto, Ont.

CANADA EAST

Geo. M. Stewart, Esq.
92 McGill St., Montreal, P. Q.

MARITIME PROVINCES

Printers' Supplies, Ltd.
27 Bedford Row, Halifax, N. S.



The economic position of the paper merchant in the printing industry

Report Number 3 of a series on the present-day relationship between Paper Merchant, Paper Mill, Printer and Buyer

IN looking back over my experience, I am strongly convinced that the jobber is absolutely the best proposition all around for both the mill and the printer. There are many good reasons for this. If a printer gets paper direct, he has to buy in larger quantities, which ties up both floor space and capital. A live jobber giving real service has a large assortment on his floor and the printer can get when he wants, just what he wants, and this is a decided advantage. . . Yes, the jobber has a logical place and I hope he is with us to stay."—Edgar B. Sherrill, of McGrath-Sherrill Press, Boston, Mass.

The position of the Paper Merchant in the Printing Industry is today being recognized as absolutely sound. His existence benefits the Printer,* the buyer of printing, and the paper manufacturer.

Credits

There is one service performed by the Paper Merchant which is often overlooked. Just as the Paper Merchants of the country really make it possible for the small Printer to do business, so they enable the large Printer to do an even larger volume.



"The credit man," says Professor Paul Nystrom, "performs a service in stabilizing business that is highly creditable. His knowledge of his customers extends to matters purely personal, as well as to matters of business. He is able to judge, with great precision, how

AMERICAN WRITING

EAGLE A PAPERS: BONDS—WRITINGS—LEDGERS—BOOK PAPERS—OFFSET

**University Press buys only through
Paper Merchant**

"We make it a practice to depend entirely upon the paper merchant for all of our paper requirements. We have opportunities to buy direct from the mills, but we make no effort to develop direct buying. The jobber, in our opinion, is a necessity."

The University Press, Cambridge, Mass.

far the retailer may extend his business. If all of the trade with retailers who are classed as tight credit risks by some manufacturers were eliminated, great hardship would ensue in many parts of the country. The line between financial soundness and failure is often finely drawn, but the skillful local credit man stands in a much better position to discern it than the distant manufacturer's credit department."

***The expense of carrying
small accounts***

For twenty different manufacturers to maintain credit relations with one Printer would not be economical or desirable. The Paper Merchant, because of his intimate knowledge of the Printer's business, can lump together small items of credit in a good sized order.

The Paper Merchant is a most important factor in the paper industry. He keeps in touch with the needs of his territory. He is a constant source of education to the Printers who buy through him. He investigates market conditions; he studies the technical characteristics of papers. The character and variety of his stock meet all needs.

A suggestion to Printers

To all Printers the American Writing Paper Company makes the following suggestions:

Work *with* your Paper Merchant.

Select your Paper Merchant on a basis of *service*, and then maintain a permanent business relationship with him.

AMERICAN WRITING PAPER COMPANY, Holyoke, Mass.

* NOTE.—In general where the term "Printer" is used in this announcement, it refers not only to the commercial printer, but also to the offset printer, the lithographer, and the engraver.



PAPER COMPANY

PAPERS—COVER PAPERS—PAPETERIES—TECHNICAL PAPERS—SPECIALTIES

Selling the Printer's Service

Announcement of a national educational campaign in full page newspaper space beginning May 18th—in the interests of Printers, Lithographers, Paper Merchants and Paper Mills



EVERY Printer and Lithographer realizes the change that has come about in the Printing Industry in the past few years.

But does the *buyer* of printing realize it?

Under the leadership of the United Typothetae of America and the National Lithographers' Association, progressive Printers and Lithographers everywhere have raised their standards of service. They are today giving less thought to landing orders, *more thought to producing tangible results for the customers.*

The 4,500 members of the U. T. A. do the big bulk of the commercial printing of the country. The organization has branches in over 60 cities. Its instruction courses are studied by at least 6,000 students—far more than the combined enrollments of Yale and Princeton Universities.

The American Writing Paper Company believes that public recognition of these facts is necessary *for the good of the entire Printing and Paper Industries.* This recognition will create more cordial relations between Printers and Printers' salesmen, and their customers, and thus broaden and stabilize the market for printing and paper.



*The Watermark
of Excellence*

AMERICAN WRITING

EAGLE A PAPERS: BONDS—WRITINGS—LEDGERS—BOOK PAPERS—OFFSET

to the Buyer of Printing

This Company has decided, therefore, not only to give the support of its entire organization and its institutional backing to the movement, but also to conduct a nationwide educational campaign on the subject. This campaign starts May 18th in the biggest newspapers of the country. It will call public attention to the new standards of printing service. It will urge the buyer to adopt a new attitude toward his Printer—to consult the Printer more about the bigger phases of the work—to have greater confidence in the Printer's advice and ideas.

To every buyer of printing our recommendations in this full-page newspaper campaign are these:

Do not get twenty competitive bids from twenty Printers and give the work to the man with the lowest estimate.

Select your Printer on the basis of service rather than price. Employ him on the same basis as you would a doctor or a lawyer. Give him the facts about your business policies and methods. Furnish him with a basis for constructive criticisms and suggestions, and then maintain a permanent business relationship with him.



The trade mark of the association of employing printers, one of the greatest organizations of its kind in the world

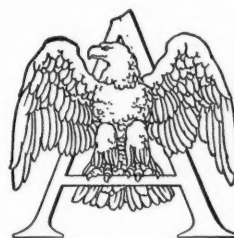
Let your Printer co-operate and work with you rather than merely work for you. Be open-minded to your Printer's advice.

Your Printer is the one best qualified to select the right paper for the particular job. He is in a position to help you effect real economies—improve quality—bring RESULTS.

AMERICAN WRITING PAPER COMPANY
Holyoke, Mass.



All samples sent through Printers and Paper Merchants—that is one of the American Writing Paper Company's announcements in this campaign.



*The Watermark
of Excellence*

PAPER COMPANY

PAPERS—COVER PAPERS—PAPETERIES—TECHNICAL PAPERS—SPECIALTIES

Please Mention THE INLAND PRINTER When Writing to Advertisers.

395



Regard for Detail

Such is the fundamental on which Crescent Service is built. So carefully is it maintained throughout every step and process that the finished Crescent plate is a work of art, full worthy of its original, and worthy of its name.

There is a place for Crescent Service in your business, and you will find it equal to your most exacting requirements. Our complete Designing, Engraving and Electrotyping plant is at your disposal. Expert and honest counsel on your particular needs in our line is yours for the asking.

CRESCENT ENGRAVING CO.
KALAMAZOO AVE. & CHURCH ST.
KALAMAZOO, MICH.

The "New Era" Multi-Process Press Fastest Flat Bed and Platen Press on the Market

Can be assembled to print in any number of colors on one or both sides of stock. Uses type or flat plates. Automatic Roll Feed. Great variety of operations. Once through the press completes job. Ask us today for literature and samples.

Built by **THE REGINA COMPANY**
17 Marbridge Bldg., 47 West 34th Street, New York City

CUTTING STICKS

FOR PAPER CUTTERS

Made from hard wood in our New Wood Type plant at Delevan, N. Y. Any rectangular sizes, any lengths. Prompt shipments.

Delevan, N. Y. **EMPIRE TYPE FOUNDRY** Buffalo, N. Y.

BOOKBINDING

Edition Binding, Leather, Cloth, also Catalog.
Efficient Workmanship. Prompt Service.

Correspondence
Solicited.

MURPHY-PARKER COMPANY
701-709 Arch Street, Philadelphia, Penna.

EMBOSSING IS EASY

If you use **STEWART'S EMBOSSING BOARD**

Simple, economical, durable

Sheets, 6x9 inches \$1.00 a dozen, postpaid

THE INLAND PRINTER COMPANY

632 Sherman Street, CHICAGO

How do you judge the Quality & Character of your Printing Paper?

The article by W. B.
Wheelwright in June
PRINTING ART tells
the best methods.

Also an illustrated series of articles
by W. Livingston Larned on chang-
ing styles in advertising art begins
in that number.

THE PRINTING ART
Cambridge, Mass.

40 Cents a Copy

\$4.00 a Year

Fredk. Ullmer, Ltd.

Standard Works, Cross Street,
Farringdon Road, London, E. C.

One of the oldest established Houses in the trade dealing with machinery and material for printers, bookbinders and stationers, etc., is open to accept American Agencies for the United Kingdom for good things, either machinery or material. Established nearly a century and well known. Own trade circular.

A BARGAIN

One latest improved Brown
No. 702 double 16 and double 32 folding machine

Will fold double 16 and double 32's in
any size sheet from 20"x30" to 38"x50".

Will fold single 16 and single 32's in
any size sheet from 15"x20" to 25"x38".

Machine is equipped with head perforators, Automatic registering devices, sheet retarders and adjustable packing boxes.

This machine is new, has run only two short jobs.
Price and terms upon request.

C 141, In care of The Inland Printer, 632 Sherman Street, Chicago

Poco Proof Presses

are small, inexpensive machines, without registering or automatic inking facilities, but strong of impression and capable of the best one-color proofs. They are so much faster and better than mallet-and-planer, old style galley proof presses, or Washington Hand Presses, that over 2,000 have been sold.

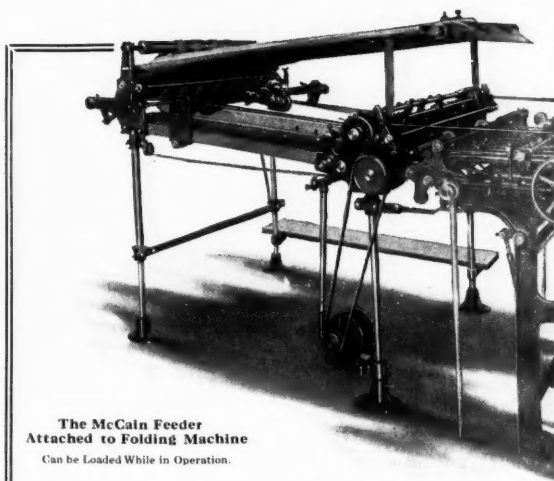
No shop is too small for a Poco Press; it is a demonstrated money-maker; and hundreds of large shops have installed them for plain work.

There are three sizes: No. 0 Poco is 12" x 18"; No. 1 Poco is 13" x 25"; No. 2 Poco is 18" x 25"—a size for every need. No. 0 will take all 12" x 18" job galleys; No. 1 will take full length column galleys; No. 2 will take full newspaper page. May be had with or without stand. Stand is not necessary but very desirable as a convenience.

ASK THE MAN WHO OWNS A POCO: HE KNOWS

Made by

Hacker Manufacturing Company
312 North May Street Chicago



The McCain Feeder
Attached to Folding Machine
Can be Loaded While in Operation.

Keep Your Folding Machines Busy

Are you getting as much production per day from your folding machines as you should? If you are not satisfied with your present results, it's time to make a change and install

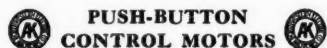
THE MCCAIN Automatic Feeder

and watch the production figures swell. Easily attached to the Brown, Anderson, Dexter, Cleveland, and Hall folders. Feeds as fast as the folder folds. Write for literature.

McCain Bros. Manufacturing Company
29 South Clinton Street, Chicago, Illinois

A Long-Wearing Motor

Here is a motor that is not only the acme of perfection when it comes to speed, but is unexcelled for wearing qualities.



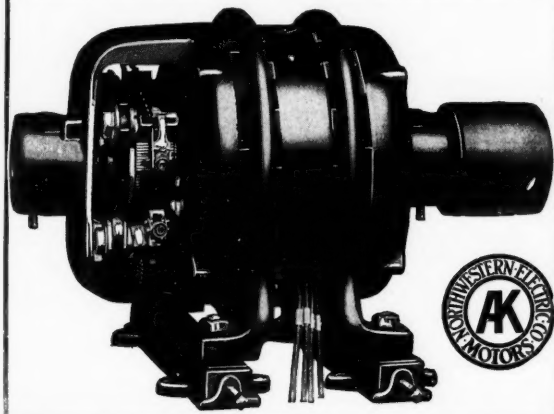
are running today after years of service and with a minimum of upkeep. Bear this in mind when considering your motor equipment. We have prepared an illustrated folder, full of useful information, and a copy is yours for the asking.

Northwestern Electric Co.

408-416 South Hoyne Ave., Chicago, U. S. A.

KANSAS CITY, MO., 1924 Grand Ave.
PITTSBURGH, PA., 719 Liberty Ave.
SEATTLE, WASH., 524 First Ave., South

MONTREAL, QUE., 401 New Birks Bldg.
MINNEAPOLIS, 8 N. Sixth St.
TORONTO, 308 Tyrell Bldg., 95 King St.



The Reason Why

Perfection Metal-Remelting
Furnaces are Superior—

The outer shell conforms exactly to the shape of the inner pot, confining the flame close to the pot containing the metal, distributing the heat evenly, thereby melting the metal in the shortest possible time and with the greatest economy of fuel.

Ask our nearest branch house to send circular showing the full line—there is a size and a style to suit you.

Barnhart Brothers & Spindler

Makers of Superior Specialties
for Printers

Chicago Washington, D.C. Dallas
Kansas City Saint Louis
Omaha Saint Paul Seattle





Raven Black

A jet BLACK INK, suitable for the highest class of printing. Does away with offset.

CHARLES HELLMUTH, INC.
New York Chicago

NEW MODEL COMPOSING ROOM SAW



Complete with
Motor

"Better than Many
—Equal to any"

SAWS and TRIMS
One Operation

Table Elevated from
Saw and Trim Position
to Sawing Position
in Three Seconds

Powerful Work
Holder

Gauge
Adjustable
to Points

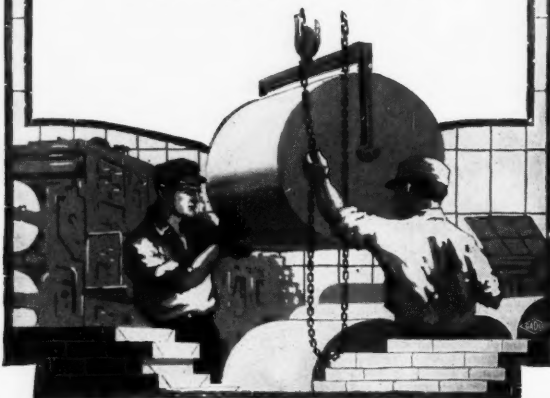
LACLEDE MFG. COMPANY
119-121 N. Main St. St. Louis, Mo.

STOCK

Whether news, machine finished, coated, light, medium or heavy—it's hard to get. But we are so accustomed to solving difficult problems, our customers say we usually succeed.

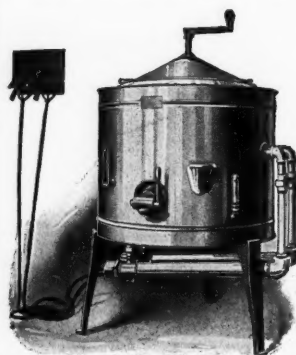
Having trouble getting what
you want? Let us help you.
Call, write or phone.

C. B. HEWITT & BROS., Inc.
16-24 Ferry St., New York City



ADVANCE ELECTRIC

Electric Glue Heaters

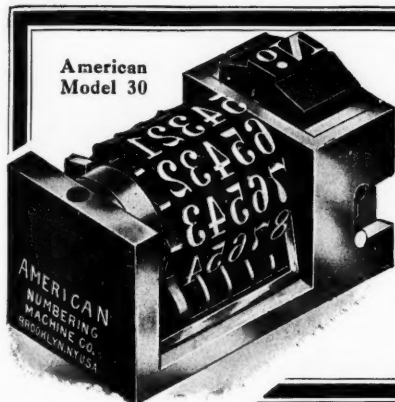


Do you know
you can heat
your glue with
ELECTRICITY
cheaper than
with gas or
steam?

Let us tell you about our complete line
which most large binders are using and
find a profitable investment.

Complete information on request to

The Advance Machinery Co.
VAN WERT, OHIO



AMERICAN MODELS 30 & 31 WORLD-STANDARD TYPE-HIGH NUMBERING MACHINES

5 Wheels **\$16⁰⁰** 6 Wheels **\$18⁰⁰**

In stock and for sale by dealers everywhere

AMERICAN NUMBERING MACHINE CO.

Brooklyn, N. Y. 224-226 Shepherd Avenue
Chicago, Ill. 123 West Madison Street

Specify AMERICAN when ordering

GOSS

The Name That Stands for Speed, Dependability. Service

The Goss High-Speed "Straightline" Press

Used in the Largest Newspaper Plants in U. S. A. and Europe.

The Goss High-Speed "Unit Type" Press

Built with all Units on floor or with Units superimposed.

The Goss Rotary Magazine Printing and Folding Machine

Specially Designed for Catalogue and Magazine Work.

Goss Stereotype Machinery

A Complete Line for Casting and Finishing Flat or Curved Plates.

Descriptive literature cheerfully furnished.

THE GOSS PRINTING PRESS CO.

Main Office and Works:
1535 S. Paulina Street, Chicago

New York Office:
220 West 42d Street

DAYTON AND OSWEGO

SEYBOLD

CUTTING MACHINES

**MACHINERY FOR PRINTERS, BOOKBINDERS
LITHOGRAPHERS, PAPER MILLS**

**THE SEYBOLD MACHINE COMPANY
DAYTON, OHIO**

BRANCHES: NEW YORK, CHICAGO, ATLANTA, DALLAS
SAN FRANCISCO, LONDON, PARIS, LYONS, STOCKHOLM
HAVANA, BUENOS AIRES, TORONTO WINNIPEG

BLOMGREN BROS. & CO

ESTABLISHED 1875

**DESIGNERS
ENGRAVERS
ELECTROTYPERS
NICKELTYPERS
LEAD MOULD
PROCESS**

**512 SHERMAN ST.
CHICAGO**

Boxer Black

the 35 Cent

BOOK INK

16 years



service

Made and sold only by

F. A. Rigler Ink Co.

BATTLE CREEK, MICH.

(Magic Quick-Set H. T. Black)

IMPOSITION

A HANDBOOK FOR PRINTERS

Though this handy volume contains 84 informing and worth-while illustrations, its principal purpose is to present clearly and simply the fundamental principles underlying imposition. The work gets down to the basis of the beginner, and contains thorough explanations of regular forms intended for machine and hand folding. Its comprehensive indexing makes it a model for ready reference. Among the subjects discussed and explained are these:

Forms for Platen Press
Four-page Forms
Eight-page Forms
Folder Forms
Twelve-page Forms
Sixteen page Forms
Eighteen-page Forms

Twenty-page Forms
Twenty-four-page Forms
Thirty-two-page Forms
Thirty-six-page Forms
Imposition for Folding Machines—
Dexter Folders, Chambers
Folders, Brown Folders.

72 pages, fully illustrated, 4x6 inches, flexible leather, gold side-stamped, \$1.25. Postage, 5 cents extra.

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, ILL.

SOME PUBLISHERS refer advertisers to "Government Statements" of circulation.

They mean *their* statements *to* the Government, which is a very different thing.

The Government does not make any statements in regard to circulation.

Statements to the Government, in the absence of verification, are valueless to the advertiser.

There is one method and only one of ascertaining the facts regarding the circulation of a paper.

And that is by referring to the reports of the Audit Bureau of Circulations.

A publication that quotes its statement to the Government in lieu of an A. B. C. report is evading the issue.

Ask to see the A. B. C. report on THE INLAND PRINTER.

COLOR

AND ITS APPLICATION TO PRINTING

By E. C. Andrews

THE author's complete understanding of the difficulties that commonly beset the printer in obtaining satisfactory results in colorwork has enabled him to put into this book much of great practical value.

The thorough way in which the author treats the subject has been praised by authorities in all parts of the country.

Price, \$2.00. Postage, 10 cents extra.

THE INLAND PRINTER CO.

632 Sherman Street, Chicago

BOOKBINDING

AND ITS AUXILIARY BRANCHES

IN FOUR PARTS:

PART I.—Paper Rulings.
73 pages; 22 illustrations; price, \$1.25; postage, 10 cents extra.

PART II.—Pamphlet Binding, Crimping and Quarter Binding.

110 pages; 37 illustrations; price, \$1.50; postage, 10 cents extra.

PART III.—Blank, Edition and Job Forwarding, Finishing and Stamping.

275 pages; 129 illustrations; price, \$2.00; postage, 10 cents extra.

PART IV.—Gilt Edging, Marbling, and Hand Tooling.

90 pages; 29 illustrations; price, \$1.25; postage, 10 cents extra.

Size 6 x 9.
Bound in Boards.

Order today, or send for booklet showing the contents, sample pages, etc.

THE four volumes contain in concise yet comprehensive form the broad knowledge the author, John J. Pleger, has gained by his many years of study and practice. They are written with but one idea in mind—their usefulness to every one connected in any way with binding and its branches.

A special price of \$5.00 is given when the complete set is bought. (Postage is 20 cents extra.) Separate volumes can be had at the prices shown in this ad.

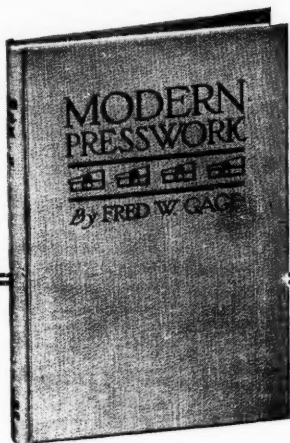
THE INLAND PRINTER CO.

(Book Dept.)

632 Sherman Street, Chicago



**A
Handbook
for
Pressmen**



138 pages.
Size, 5½x7½.
Cloth.
Price, \$2.
Postage,
10c extra.

A COMPLETE working manual wherein the pressmen will find genuine aid in their efforts toward perfecting themselves in their chosen vocation. New methods are clearly described, particular attention being given to the proper care and use of machinery and apparatus in the pressroom.

CONTENTS: Putting the Press in Condition; Adjusting Bed Movement; Cylinder Adjustments; Register Rack and Segment; Grippers; Side and End Guides; Setting the Rollers; Putting the Form to Press; Making Ready; Underlaying; Overlaying; Marking Out; Vignetted Half-tones; Ready to Run; During the Run; Quick Make-ready; Composition Rollers; Close Register Work; Colorwork; Papers and Inks; Electricity and How to Eliminate It; Pressroom System; The Pressman; The Feeder; A Few Don'ts.

THE INLAND PRINTER CO.

(Book Dept.)

632 Sherman St., Chicago, Ill.

Found!

A Real Copy-Fitting System

THE DEINZER SYSTEM

"Makes the space fit the copy
and the copy fit the space."

TAKES THE CHANCE OUT OF DETERMINING the space a given amount of copy will fill in any given size or style of type. Saves time wasted in composition by eliminating re-setting on Linotype and Monotype or by Hand.

**Equally as Valuable and Essential to
Advertising Writers and Layout Men**

Send for **FREE** descriptive folder. It tells you all the many ways in which it can save you time, trouble and money. You can easily save its cost on one small job.

Write today

THE INLAND PRINTER

632 Sherman Street, Chicago



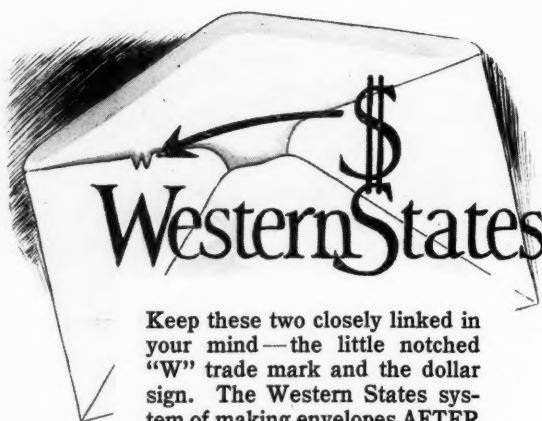
Win his good will

There's no better way to win a customer's good will than to show him that you take an interest in his business.

That's just what you are doing when you recommend checks on National Safety Paper. They protect against fraudulent alteration by exposing any change with acid, eraser or knife.

Send for samples:

George LaMonte & Son
61 Broadway New York



Keep these two closely linked in your mind—the little notched "W" trade mark and the dollar sign. The Western States system of making envelopes AFTER printing in the sheet is a money-making, trade-building PRINCIPLE for the printer who figures his stationery jobs that way. Ten years of pioneering experience have perfected almost incredible economies and short cuts that are at your service for the asking.

W-Notched Under Flap Reg. U.S. Trade Mark

Western States Envelope Co.
Dept. N Milwaukee

Makers of Guaranteed "Sure Stick" Envelopes for Printers and Lithographers

We Protect the Trade



The new home of "K.B." BLANKS

The blanks that are made like bank notes for bonds stock certificates and all papers of value
KUHNS BROTHERS BANK NOTE ENGRAVERS
205-209 WEST NINETEENTH STREET
NEW YORK CITY, U. S. A.



Goes
Lithographed Blanks
of Quality

**NOW READY
A NEW LINE OF
BOND BLANKS**

SEND FOR SAMPLES

- STOCK CERTIFICATES
- MORTGAGE NOTES, BONDS
- BOUND AND LOOSE-LEAF CORPORATION RECORD BOOKS
- QUALITY ART BLOTTERS
- CALENDAR-CARDS
- MAILING-CARDS

GOES LITHOGRAPHING CO. CHICAGO
422 WEST 81ST STREET
SAMPLES ON REQUEST



INDIAN BRAND GUMMED PAPER

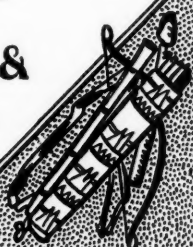
Made to conform to the high standard of quality of all Nashua products. It is especially adapted to fine stamp and label printing, and excellent color-work may be secured on this stock.

INDIAN BRAND does not twist or curl during manipulation. It sticks instantly and securely when moistened. Shipped in damp-proof packages.

Send for Samples.

**Nashua Gummed &
Coated Paper Co.**

Nashua, N. H.



SUPERIOR MANIFOLD

Basis 17 x 22-8

Made in White, Blue, Canary, Cherry, Tuscan, Pink, Gray, Golden Rod, Fawn and Green.

A good rag paper at a moderate price.

Useful for duplicate and manifold copies of letters, lists, bulletins, records; printed forms on which manifold copies are made; and other business uses.

Sold by leading paper dealers.

Ask Dept. B for samples.

MADE BY ESLEECK MFG. COMPANY
TURNERS FALLS, MASS.



Rich leather makes the universal appeal of dignity, beauty and luxury. Made to simulate in texture and color the finest Levant Leather, Dexter's Levant Cover Paper conveys the impression of leather to a remarkable degree.

Levant Cover Paper is essentially a selling cover. The finish is so unique as to arrest the attention and create a favorable impression. Any advertising message will acquire punch if it is clothed with a Levant Cover.

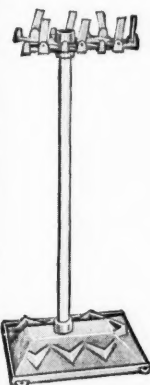
Send for Levant Sample Book. XTRA, Dexter's unique house-organ, will also be included.

C. H. DEXTER & SONS, Inc.
Windsor Locks, Connecticut

The Sentinel

WILL
INCREASE
THE LIFE OF
YOUR
PRINTING ROLLERS
20%

*Holds 8 Rollers, locked in small space,
but ready for instant removal.*



It is of sturdy construction, weighing about 45 lbs. May be readily moved or permanently screwed to the floor. You can't do good printing without good rollers. You can't keep your rollers in the best condition without the Sentinel Rack. Price, \$10 each, with reduction in quantities.

Send for illustrated folder.

COWAN TRUCK CO.

22 Water St., Holyoke, Mass.



Ye Sign of Quality
INKS
EAGLE PRINTING INK CO.
Chicago NEW YORK Detroit

The STAR STICK

—Used by experts
Sold everywhere

THE EAGLE ENGINEERING COMPANY
Springfield, Ohio, U. S. A.

PLATEN-PRESS MACHINISTS

OUR SPECIALTY—The repairing and rebuilding of
Colt's Armory, Laureate and Universal Presses.

Acetylene Welding a specialty.

Telephone 263 William St.
Worth 9059 **GUS RAMSAIER CO., Inc.** New York City

CAMPBELL PRINTING PRESS REPAIR PARTS COMPANY

We have a few bargains in REBUILT PRESSES. Let us know your needs.
We specialize in repair parts for Campbell Presses and counters for printing
presses. Expert repair men for all makes of presses sent to your plant.

New York Office: 21-23 Rose Street. Works: Brooklyn, N. Y.

Avoid delay when in need of repairs by sending orders direct to office.

J. W. PITT, INC.

Uprightgrain (Self Contained
or Sectional)
Printing Base Systems

25-27 STEUBEN STREET, BATH, N. Y.

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for the MONOTYPE MACHINE

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A layout of jobs "2," "3," "4," and "5" on is shown below

JOB 2 ON
SkipWheels
Skipping 2

No. 1
No. 2

JOB 3 ON
SkipWheels
Skipping 3

No. 1
No. 2
No. 3

JOB 5 ON
SkipWheels
Skipping 5

No. 1
No. 2
No. 3
No. 4
No. 5

JOB 4 ON
SkipWheels
Skipping 4

No. 1
No. 2
No. 3
No. 4

WHY

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Why

Figure each of **THESE SEVEN ITEMS**

separately when you can secure a scientifically prepared price list that combines the correct selling price of all of the *seven into one amount?*

"7 in 1" covers all classes of work and from the smallest platen to the largest cylinder press.



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Paper Stock. Composition. "7 in 1."

The first two items you must compute.

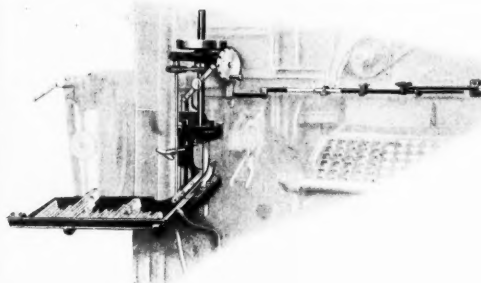
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"7 in 1" Labor Scale, Platen and Cylinder, \$6.00

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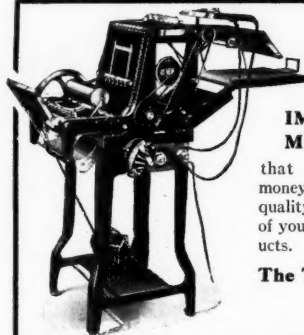


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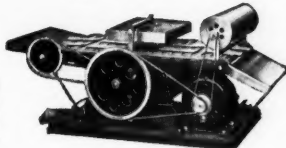
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IMPROVED MACHINES

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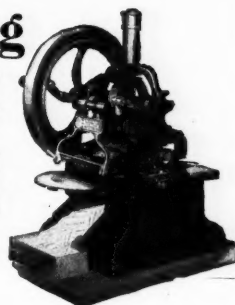
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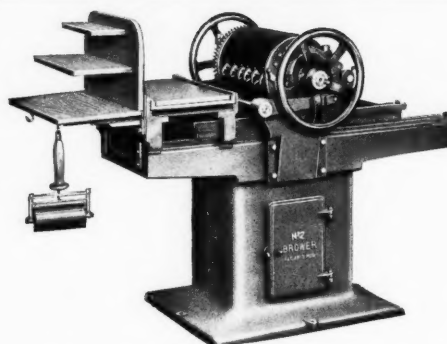
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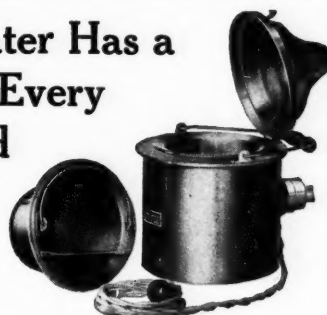
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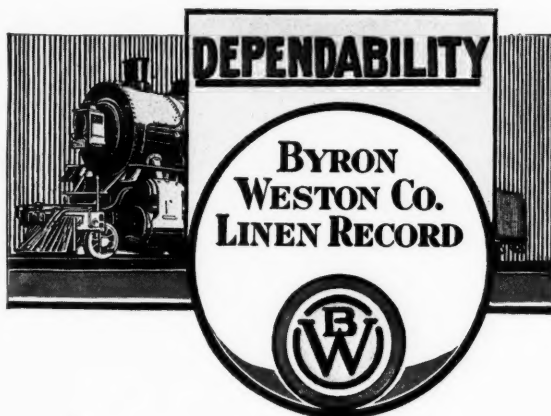
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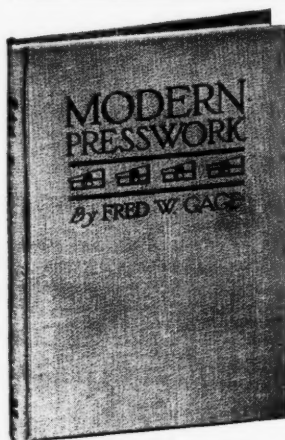
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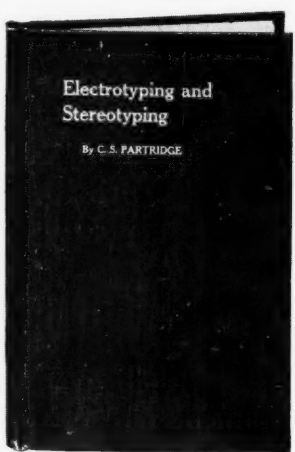
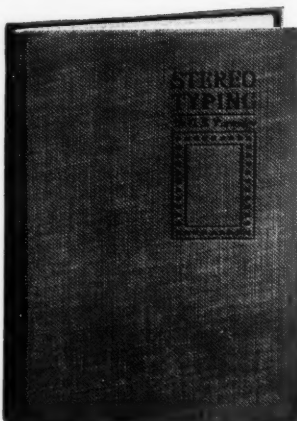
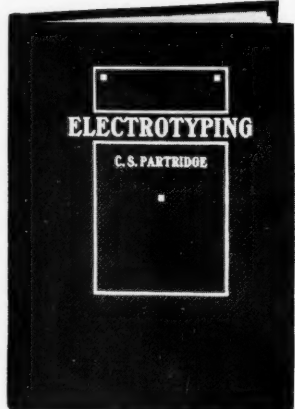
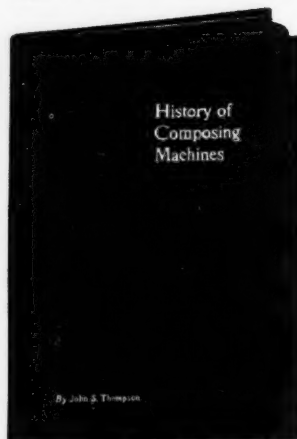
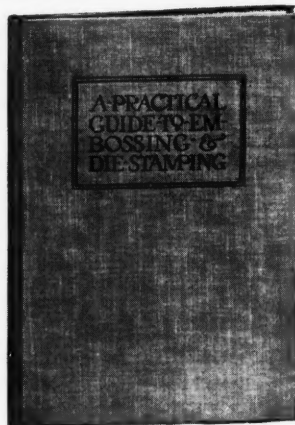
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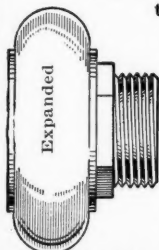
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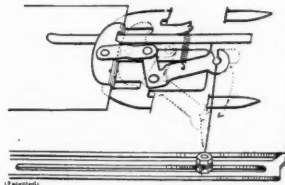
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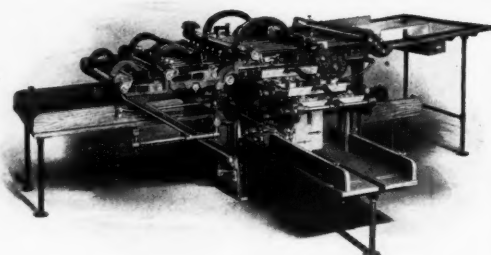
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Then, why take chances with them?

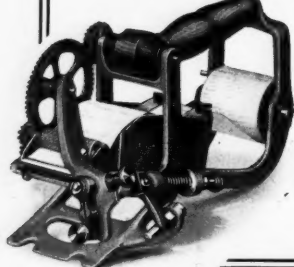
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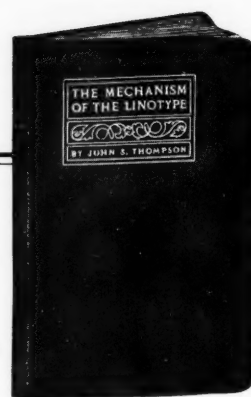
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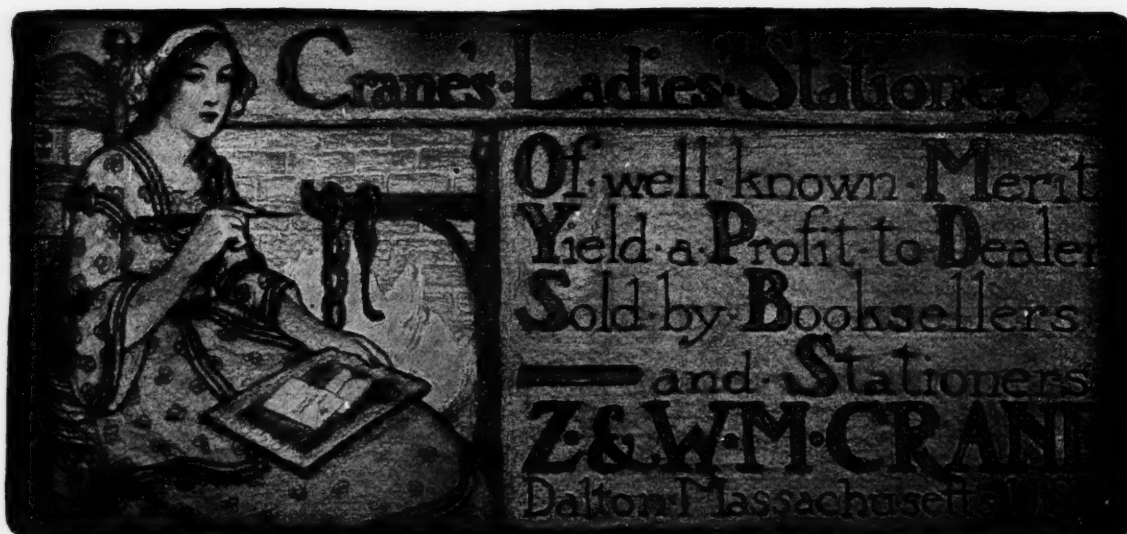
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